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New boats for the sailing fans on show in Hamburg

Paris couturiers show off what women will be wearing in the spring in the previous autumn. The boat is now holding its autumn fair so that the trade can see the kind of craft, available for sailing at next summer. This is a glance behind the scenes at the boat that will be on sale for the holiday season 1971, but it is for members of the trade only.

This is the first European trade fair for boatbuilders and companies producing accessories for leisure-time sailors, held between 28 and 31 October at Hamburg's exhibition park "Planten-un-Blomen".

Manufacturers, dealers, exporters and importers from sixteen countries are demonstrating the yachts, sail-boats, catamarans and outboard-motor boats, which they hope will be the hits of next summer.

This is first time an exhibition of this kind for leisure-time salty dogs has been put on in the Federal Republic. It is organised by the boating industry's international association Icomia with headquarters in London.

But the salty dogs themselves are not admitted. To get in you need to be a member of the trade with a special permit.

In all 160 boat-building firms and suppliers of equipment are exhibiting at the fair.

One of the most important points to emerge from this fair is that the boat-building industry is yet another branch of our economy that will show steeply rising prices in the new season. The average price rise will be between five and eight per cent.

But this is unlikely to deter the 600,000 people who get their leisure and pleasure on the waves in this country.

American, Swedish, French, British and Finnish manufacturers are exhibiting beautiful sleek craft, luxurious ocean-going yachts, improved designs in sailing-boats, yawls and family boats and hoping that from the sales point of view they will be blessed with fair winds for their models.

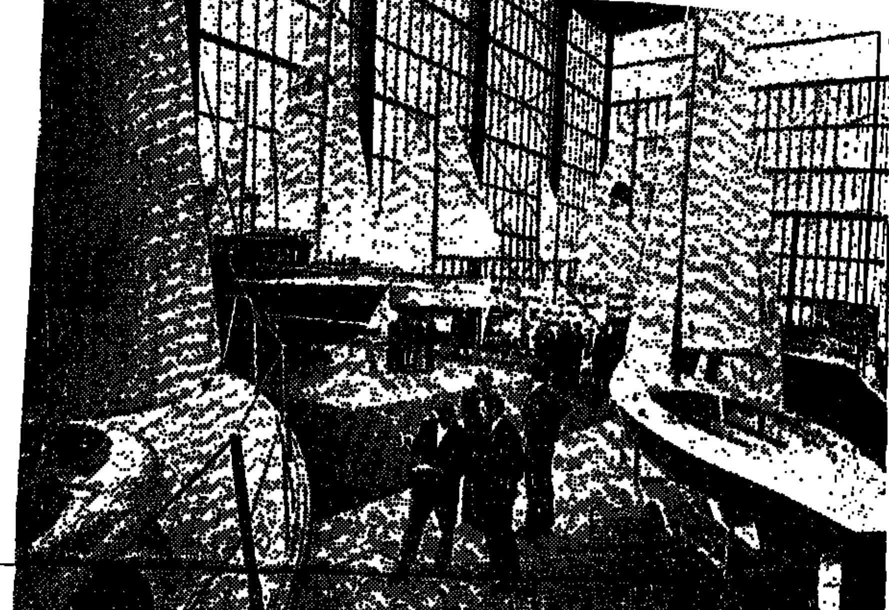
One particularly interesting exhibit is the "Aqua Cat" from the United States of America, a catamaran only 3.6 metres long and weighing 72 kilogrammes.

It hardly needs any servicing, is unsinkable and can easily be loaded on to the roof-rack of a car by one person. Nevertheless this miniature boat can reach speeds of 18 kilometres per hour.

Accommodation is on canvas tensed over steel bars. The surface area of the sails is more than seven square metres. The body of the craft is filled with foam. Price: 2,380 Marks.

For those families that have sailing experience there is the range of boats known as "Vivacities". Latest in this range is the 5.7 metre-long "Alacrity Weekender". This is ideal for coastal sailing.

According to experts there has never before been a yacht as small as this that offers a family of five people sufficient living and sleeping space. The price for this magnificent craft is 12,300 Marks.



A few of the craft exhibited by the 160 firms at Hamburg's boat show

(Photo: Conti-Press)

For as little as 350 Marks you can buy a little all-purpose boat and for slightly more a boat which is suitable for towing a water-skier.

Fibre-glass boats with transparent keels were on show which allow the boatman to look through the bottom at the wonders of the seabed.

Do-it-yourself boat-building enthusiasts will have more opportunities than even next year to build their own craft simply and within a few hours.

Complete kits for boat-building are already on the market for prices ranging from 500 Marks. These include all the accessories, even sails.

Hobie Alter, the man who has built surfboards worth over five million dollars has now developed a surf-riding catamaran with an asymmetrical body which allows surfriders to get a completely new feeling from the surf below them. It is unsinkable.

For those who like calmer boating there are many highly developed houseboats. From Switzerland comes the Aqua Home, which is eleven metres long and accommodates eleven people spaciously and comfortably in three separate rooms.

Finally mention must be made of a new British design, pocket radio transmitter weighing only 2,800 grams which will fit in any pocket and is ideal for a mayday signal.

(Süddeutsche Zeitung, 28 October 1970)

The German Tribune

A WEEKLY REVIEW OF THE GERMAN PRESS

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Ostpolitik treads paths that were once impassable



The Opposition has escaped again by the skin of its teeth. After the astonishing outcome of the provincial elections in Hesse it has been relieved of the worry of having to take over power in Bonn inadequately equipped in the immediate future. The potential Chancellor-topplers have quietened down. Talk of a test vote has boomeranged.

Voices sounding a warning note about Willy Brandt's policy towards the Eastern Bloc are increasingly claiming that by pursuing a "hectic" policy of reconciliation the government has skated on ice too thin. For domestic reasons they must be successful and are so running the risk of having to make do with apparent foreign policy success.

What is meant by having to be successful? In a parliamentary democracy the head of government has to take the electorate into account and this undoubtedly makes it more difficult to pursue a foreign policy than in a communist country.

But unlike certain sections of the Opposition Willy Brandt and Foreign Minister Walter Scheel have not spent their time during recent electoral campaigns indulging in demagogy at home with the aid of foreign policy slogans.

They have succeeded in taking public opinion, including that of the Opposition, into account in their Eastern policy. Kosygin and Gromyko know that they can only achieve the desired ratification of the Moscow Treaty provided they include Berlin in the major reconciliation in Central Europe.

This realisation of domestic policy necessities has nothing whatever to do with the libellous assertion that in secret talks with Leonid Brezhnev Willy Brandt was asked for concessions on Berlin because he sees no other way of staying in power.

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People who talk about having to be successful would do well to bear in mind that the Soviet government also has deadlines that make it appear inadvisable to procrastinate too much over Berlin. It would like to have completed the entire process of reconciliation in time for the next congress of the CPSU in March.

What is more, Moscow is well aware that the European security conference only has any real chance of success if agreement on outstanding issues in Central Europe, including Berlin, has been reached beforehand.

Open accusations of betrayal and appeasement are being levelled in the communist world, namely by Peking and Tirana at Moscow and Warsaw.

Bonn, it is argued, stands to gain considerable benefits from increased co-operation with Poland. The Polish revisionists are merely using the Oder-Neisse formula as a cover for their real aims, which include the import of Federal Republic goods and capital, the securing of further loans from Bonn and "smoothing the path for even stronger penetration of decadent Federal Republic ideology and culture into Poland."

Any democratic government has to make a success of its domestic and foreign policies if it wants to retain power. This was just as true of Konrad Adenauer, who as is well known was elected Chancellor in 1949 by a majority of one.

And when Adenauer's pet project of a European Defence Community came to grief as a result of French opposition he changed his integration course and advocated the inclusion of Britain in the Western European Union and Nato.

Setbacks in Eastern policy are not out of the question, for that matter, even though the Brandt government's Eastern policy concept is no less rounded than Adenauer's policy of integration in the West was and is.

To eliminate all risks and cut out the need to succeed from the word go would be not to pursue any policies whatever.



The first ray of light

(Cartoon: Peter Leger/Kölner Stadt-Anzeiger)

Doing nothing has in practice often enough proved to be the greater risk.

The lack of an active, forward policy towards the Eastern Bloc in the fifties and sixties has if anything increased the risk of lasting detriment to this country's stand on the German Question.

What the Brandt government has undertaken is an endeavour, carefully prepared and harmonised with the Western powers, to increase Bonn's political leeway by means of a mutual arrangement and to improve and safeguard West Berlin's precarious position in the middle of the GDR by means of binding guarantees.

The very fact that negotiations are *not* taking place at a time of acute crisis and *not* in a situation in which success is essential increases the reconciliation experiment's prospects of success.

The Chancellor has not lost his nerve after the disappointing meeting with GDR Premier Willi Stoph in Kassel last May. He has preferred to go ahead with his plans step by step and otherwise bide his time until East Berlin eventually sees fit to end the noticeably protacted pause for thought.

It is easy to see why Herr Ulbricht's Socialist Unity Party (SED) has suddenly seen fit to get a move on. The Four-Power talks on Berlin have reached a stage at which it is not out of the question that a Four-Power guarantee may be given for freedom of access to West Berlin in the months to come and that the Federal Republic, the GDR and maybe the city authorities may be called on to negotiate details of an access agreement.

Not since the Berlin blockade of 1948, when the Federal Republic was in the process of establishment, has a Bonn government been able to bring about such a favourable situation as regards West Berlin.

Political ground is not being given on Berlin: it is being safeguarded. So far the Federal Republic's claim to represent Berlin in the field of foreign policy has not made the grass much greener. The main treaties with the Soviet Union, the trade agreement, the agreement on cultural exchanges and the consular treaty, have all only come about as a result of non-mention of West Berlin.

Agreement with Poland is now in the offing. Once again Walter Scheel has proved to be a cautious and far from hectic Foreign Minister. Yet the Opposition still accuses him of having arranged the conclusion of negotiations between Bonn and Warsaw to coincide with local elections in Bavaria.

It is little short of amusing to note that *Le Figaro* of Paris attributes the opposite motive to the Foreign Minister, noting as it does that Bavaria is a state in which a large number of refugees live, a factor which, it argues, has led Herr Scheel deliberately to bide his time before negotiating the final draft of the treaty.

Walter Scheel has rightly realised that what he must do is not pay attention to superficial alleged emotions among the electorate but pursue a foreign policy that he feels to be right.

The election results in Hesse prove that many voters prefer a consistent policy to foreign policy broadsides at domestic policy targets.

The prospects of the Eastern policy pursued by Brandt and Scheel lie in an international compulsion to achieve success. In a changed international political situation both sides are compelled to make fresh attempts to meet each other half way, following paths that only a few years ago appeared to be impassable.

Hans Schuster

(Süddeutsche Zeitung, 14 November 1970)

New phase in Bonn-Warsaw relations

Foreign Minister Walter Scheel terms the treaty establishing normal relations between Bonn and Warsaw a means of entering into a new stage in relations between the two countries.

Twenty-five years after the end of the War the treaty does indeed mark a new stage in ties between neighbouring countries. It puts a legal end to the suffering and injustice of the past and represents a courageous step forward into the future.

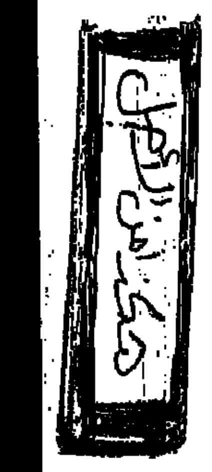
This promising future cannot live on paragraphs alone. The treaty negotiated in Warsaw will only come to life when a change takes place in human relations between the two nations.

The politicians have succeeded in eliminating at the conference table obstacles that were in the way of rapprochement between the peoples, but further developments will be none too easy.

The next steps must be taken with tact and consideration by both sides. They must be frank and honest. It will then be easier to judge from the response what difficulties remain and how serious they are.

It would be advisable to enter into the process of normalisation free from illusions but also without unduly exaggerated scepticism. Twenty-five years of nothing have been enough.

(Handelsblatt, 16 November 1970)



■ IN MEMORIAM

Charles de Gaulle – the man who was France

The death of Charles de Gaulle has moved many a politician's heart, not only his understanding. Yet the General passed away far from the affairs of state, thinking his thoughts and arranging his memoirs, a lone figure in Colombey-les-deux-Eglises.

His death may not mark a decisive turning point in history but it does strike the mind as the end of an era. A great man has passed away, and as historian Jacob Buckhardt said, historical greatness is "what we are not".

In this instance, then, the historical greatness of de Gaulle put him a cut above his fellow-Frenchmen. But greatness transcends the nationality from which it hails.

Great Frenchman de Gaulle – and this epithet he considered to be his vocation – came to be a cornerstone in world affairs. At times he was indeed a bone of contention but greatness is an uncompromising quality.

De Gaulle was, at any given moment, well aware of his outstanding stature. With a mind that could memorise entire speeches he was not given to forgetting – the history of France or his own experiences which for a man who felt himself to be the embodiment of his country were always those of La France too.

This was the soil from which his visionary view of the future grew, occasionally overrunning his sure grasp of the realities of a situation.

But it was with resistance to the facts, a virtual denial that they had taken place, that the General staked his claim to a place in history. After the fall of France, at a moment when there seemed to be no justification for even the faintest flicker of hope he sounded a clarion call for resistance.

It was indeed de Gaulle's doing that towards the end of the war France returned to the political stage as one of the four Allies.

His famous comments about France in his memoirs are a hymn to national grandeur unsung with such splendour by any other Frenchman. "Without greatness," his main contention ran, "France cannot be France".

Greatness meant power, splendour and dignity, three characteristics that were of varying importance and efficacy in the policies pursued by de Gaulle.

In the circumtances France's power remained relative, which is why independance was stressed to France's benefit and to the disavantage of its partners.

It was the desire for independence that decided the regal figure of de Gaulle who was anything but a dictator, to make snap decisions that led to serious misunderstanding and dissension.

Nato was one of the victims but has survived the shock, as has Western Europe.

De Gaulle's career as a European in the Common Market sense is, on the other hand, a topic blistering with emotion, praise and anger. It is, of course, true that what benefits France cannot harm Europe and a feeble France would not be a good builder of Europe.

But de Gaulle's conviction of the need for European integration came into conflict with his striving for independence and during his second decade in office the idea of la nation as a God-given basis in practice gained the upper hand.

Integration was rejected and where, as in the EEC, a start had been made it was jealously prevented from coming to full flower.



President de Gaulle with Chancellor Adenauer in Bonn 1963 (Photo: ...)

At the same time de Gaulle espoused the Common Market cause and even resorted to boycotts in his defence of it. He felt he had given convincing proof of being a European in bringing about reconciliation with the Germans.

This was indeed a great accomplishment and has not been questioned by his successors because de Gaulle's policy towards Germany has made its mark as far as the ordinary Frenchman is concerned

It is pure conjecture to wonder whether de Gaulle, had he but been less of a Frenchman, might not have been Europe personified. As it he was welcomed as a European wherever he travelled.

Under de Gaulle France became more sure of itself freeing itself from the intolerable burden of the Algerian war at the moment when it threatened to degenerate into outright tragedy.

France had called on him to save the country and it was not disappointed, but de Gaulle saw himself as the controller of nation and state, the guide who decided the country's fate. Yet even though he felt himself to be an exceptional figure he had the Fifth Republic tailormade for himself.

Perhaps it is as well he came to grief over a provocative referendum. The outcome was that the transistion to post-Gaullism took place while he was still alive.

May 1968 had already taught him that French stability, considerable though it was in comparison with the Fourth Republic, was still not entirely sound.

So far de Gaulle's successors have not run counter to his ideas. They have merely modified them in cutting them down to normal size and stripping them of the claim to historical greatness.

This they will continue to do, always recalling the grand old man's stirring appeal at the height of the Algerian conflict – "Aidez moi!" *Maxim Fackler*

(Süddeutsche Zeitung, 11 November 1970)

The healer of old wounds

De mortuis nil nisi bonum, never speak ill of the dead, runs the old adage but it hardly applies in General de Gaulle's case.

The General was great rather than good and his greatness was all the more striking for not being accompanied by an unbroken run of successes.

He did achieve major successes, though. The first was his leadership of France in exile after the fall of the country, reappraisal, resistance and a continuity that ensured France's presence among the ranks of the victors.

His second major success was the ending of the Algerian war in which France was hopelessly involved. Admittedly, after the auspices under which de Gaulle took over France for the second time the success was not unqualified. The saviour turned out to be the liquidator of France's colonial empire.

Would it be to exaggerate the importance of this country to view reconciliation with Germany as represented by the Federal Republic as the third major success?

Like his success in Algeria it involved, one could well argue, a change-over to a viewpoint, to a system that at bottom had little in common with those that had been the starting-point for the officer turned statesman.

It is due, no doubt, to the greatness and political force of the man that as far as can be seen there is no ill-will in this country towards the de Gaulle who went to great pains to be included among the winners of the Second World War and in the classic tradition of a Richelieu then pursued a policy of dividing and weakening Germany.

It is not only that many people realised that it was Hitler Germany's own fault. The later de Gaulle, the man who was given a jubilant welcome when he visited this country in 1962, the man who insisted on the friendship pact with the Federal Republic and indeed viewed the pact as the cornerstone of French policy, easily overshadowed the earlier one. This can be classed as proof of the General's ability to convince but it makes it equally clear that de Gaulle was a politician who was able to change his long-term strategy and adapt it to changing circumstances.

What was held against the General, but much later, was the way in which he thwarted the policy of European integration that successive Bonn governments nailed to their mast, making use of the new ties between France and this country in the process.

And this is the juncture at which an almost tragic element enters into the General's relations with this country.

Ties between France and Germany date back a long time and in the varying forms they have taken are undoubtedly a determining factor in European history.

General de Gaulle, an impassioned French patriot, astutely noted changing circumstances and sought to establish a new relationship, a relationship fortunately depending on peace and friendship between the two peoples.

In the process he visualised Europe very much as a two-man show, an outlook this country was unable to share. It was not, of course, a compact Franco-German bloc he had mind. The Europe that was to be based on the friendship concluded by Adenauer and de Gaulle would be taking shape in a world in which France would as a matter of course assume the leading role – not only but largely due to France's status as a nuclear power.

The establishment and maintenance of the *force de frappe* was Gaullist France's main claim to a say in world affairs, but the grand design also became apparent from the countless systematic state visits undertaken by the general-cum-president. The position of Germany (only half Germany, of course, and this in itself was unquestionably an inportant factor in de Gaulle's eyes) was significant. We need hardly claim to have been disregarded by a man who termed this country a "grande nation."

But his target was not and is not this country's (or post-Gaullist France's, it can be assumed), and not because we would like to usurp France's position but because we are of the opinion that in a Europe that would have to be federative in structure there will be no room for a country to occupy the position de Gaulle had in mind.

The sudden death of the General shortly before his eightieth birthday brings to mind the problem of relations between France and this country and underscores a note of tragedy.

One comes to realise that the lone, strangely distant figure of a man who shunned personal publicity, preferring to incapsulate himself in the quintessence of everything French did not lack human warmth after all. Even the Germans were moved by his death. What matters is that de Gaulle stabilised peace and friendship between the two neighbouring countries. This is the point at which greatness and goodness coincide. *Nikolas Benckiser*

(Frankfurter Allgemeine Zeitung für Deutschland, 11 November 1970)

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■ HESSE ELECTIONS

Consequences for the Bonn government

Following the Hesse state elections the political scene in Bonn is reminiscent of a sick ward in which the patient has recovered from a dose of fever and quickly returned to full health.

An electorate of 3.8 million, a tenth of the total electorate in Federal Republic national elections, saw to it that order was brought back into a situation which had threatened to degenerate into chaos in the tension of the election campaign.

The happy result of this election is that there is no immediate cause for concern for the Bonn SPD/FDP coalition. No one can any longer dub this government a crumbling structure which could collapse at any moment.

The Free Democrats are for the moment delivered from the nightmare of possible political annihilation.

The spectre of the right-wing radical National Democrats which has been hanging over Hesse for four years has been exorcised.

The Christian Democrats were able to lift themselves up in a Federal state in which they only had a weak parliamentary representation.

The conclusion of all this is that the Federal Republic is neither on the way to a party dictatorship nor is it being forced into the straitjacket of the two-party system.

There are long-term consequences for all three parties in the Hesse election results. For the FDP there are fewer consequences than for the others. It was clearly proved to them that they can keep their head above water if they fit into the political scene comfortably and give the electorate a clear indication of their standpoint.

Precisely on this score, however, an intricate problem arises for the Social Democrats. If the Hesse elections are to be considered a fairly representative opinion poll of attitudes towards the parties the SPD must accept that the losses made by the FDP on their right flank have been equalled out by borrowing from the SPD a few voters.



A little friendly moulting!

(Cartoon: Murschetz/Süddeutsche Zeitung)

It was not merely by chance that Herbert Wehner, the SPD Bundestag leader, was so lost for words when asked for his comments on election Sunday evening. Up till now the Social Democrats have had a steady increase of votes in all Bundestag elections. Hesse has broken the spell.

The desertion of potential SPD voters to the FDP was not engineered by the Social Democrats but came about of its own accord following trends. This was particularly true in built-up city areas in which the electorate is said to vote with greater awareness. If this trend continued until 1973 the SPD/FDP coalition would certainly retain its majority and continue to exist, but the SPD would not have succeeded in breaking into CDU/CSU territory.

For the Opposition there is an even more important conclusion to be drawn from the voting. The CDU/CSU no longer needs to spend sleepless nights with oppressive feelings of responsibility that they might wake up the next morning and find that they are faced with the task of forming a government.

The CDU/CSU Bundestag leader, Rainer Barzel, has for some time been giving the impression that he could and wanted to topple the government, but he has had the wind taken out of his sails. After a year of tactical operations which have done little for the Opposition the right-wing parties have to set their sights on the future and perhaps the far-distant future as some CDU politicians have already done.

If the reason for the ecpipse of the NPD is judged to be the same as the reason for its creation, namely economic and political stability or instability, then the Hesse voters have given their answer to the Opposition's speeches on inflation. There is no indication from this election that the general public fears inflation. Now the economic policy wrangles will become even more vehement.

Once again the FDP has a sense of proportion. The success in Hesse is with good reason credited to the account of party leader Walter Scheel, In his party he is now the uncontested leader figure, a position which was delegated to him at the last FDP party conference.

For the SPD the result of the election leaves an oppressive feeling. However much it feels that the Bonn coalition has been backed by these elections the loss of five per cent of its supporters at the polling booths still has to be explained. It may be that voting for the Opposition which in the past affected the CDU/CSU has now turned on the SPD. Anyway the fruits of SPD Ostpolitik have not yet been harvested. *Klaus Rudolf Dreher*

(Süddeutsche Zeitung, 10 November 1970)

Extremists are rejected

What with the headline news of the Free Democrats holding their own in the Hesse by-elections, the seats gained by the Christian Democrats and the continued support of the Bonn coalition government the fact that the extremist parties were whitewashed in Hesse has gone practically unnoticed.

This is surely the most joyous news to come from the booths on polling Sunday.

Four years ago the National Democrats polled 7.9 per cent and won eight seats. This time they failed to surmount the five per cent hurdle and were booted out of the state parliament.

The radical left, although it has been formed into the Deutsche Kommunistische Partei, and threw in its lot with the DFU, came absolutely nowhere with only 1.2 per cent of the votes.

Obviously the public has no time for the extremist groups that are out to undermine our democracy. These parties were a nine-day wonder and those who voted for them have now come to their senses.

As far as the NPD was concerned the right tactics proved to be to ignore them. They were no counter-demonstrations, no calls for a ban, in fact very little talk about them at all.

No good at all came of the extremists' violent speeches an agitation. The electorate now knows that nothing comes of fine speeches and the play on emotions and resentment.

(STUTTGARTER ZEITUNG, 10 November 1970)

Ostpolitik influences Common Market discussions

Certainly no one was so excited about the latest Bundestag debate on Europe that he fell off his chair. Even the elections in Hesse only managed to ginger up the talk a little on the periphery.

But in talks where everyone is agreed on the major points and differences of opinion crop up only on methods there is no point in attempting to be controversial.

Moreover even the Opposition could not dispute the fact that the past year under the Socialist-Liberal government has been one of the most successful in the European communities. The impulse which the Hague Conference gave Europeans has lasted and led to a number of important steps in the right direction.

The Bonn government was very active on the European scene and it is an interesting point how far the government's initiatives in the East sparked life into Europe. Our European partners surely feel the need to strengthen the political equilibrium.

Fears that European integration could suffer as a result of the Ostpolitik and the opposing interests of Moscow make one of the Opposition's main objections.

It is certainly not a blunder by the CDU/CSU to bring this up. But the opposite appears to be true for reasons already mentioned.

For instance the increased readiness on the part of France to come to terms is by no means solely due to the retirement of the late General de Gaulle.

Quite rightly the CDU/CSU, unable to put its foot on the brake and stop the political union, is making sure that the government's foot is not too hard down on the accelerator.

The basis for political integration is intertwining of interests in the economic sphere. And in this respect the only policies that make sense are those that can be fulfilled sooner or later.

(STUTTGARTER ZEITUNG, 7 November 1970)

The Hesse election result has sparked off effects on the party structure in the Federal Republic which are more far-reaching than the actual significance of the election itself.

First and foremost the election has bolstered up the Socialist/Liberal coalition in Bonn and put an end to the SPD's absolute majority in Hesse.

But in addition to this it has shown interesting shifts in the party structures which should be taken as an object lesson by the leaders of the various parties, although it must be remembered that Hesse is not the Federal Republic as a whole. However, the political structure in Hesse can be taken as a good mirror of what might be tomorrow's trends on other areas of the Federal Republic.

The great success of the CDU should not hide the fact that the right-wing parties drew on their last reserves. The SPD was annihilated, the BHE was absorbed and the national liberals were incorporated, but no majority was reached. If the CDU/CSU sticks to its course it will, particularly with regard to the generation gap, be damned to "eternal" opposition as the SPD was in its day.

If the right-wing parties really mean what they said at their congress in Mainz that they intend to strike up with the new generation, achieve a majority in

All party setups need overhauling after campaign

industrial centres and hold a dialogue with the intellectuals it will have to turn away from its right course back towards the centre.

In the right corner there sits the CDU as strong as ever. For the sake of short-term success it has jeopardised its future. The reforming group centred on Helmut Kohl will now have to come to the fore although the apparent victories seem to be backing up the right course.

Liberalism has returned to the cities. It has wintered in the country and provincial backwaters and has therefore been contaminated with conservatism. The scornful question of middle-class politicians, where they can seek votes after the loss of the conservative middle classes can now be plainly answered. They come flooding in whenever the Free Democrats present themselves as a progressive socialist-liberal party without any dark conservative patches. In this respect Erich Mende has done the FDP one last service with his treachery. In this light it becomes doubtful whether the decision of the FDP in the Rhineland-Palatinate to form a coalition with the CDU was really so wise and whether the liberals in Schleswig-Holstein were really so stupid in allying themselves with the SPD.

The SPD has pushed itself to its limits. Without doubt two or three per cent of those who support the SPD voted in Hesse for the FDP in order to back up the Bonn coalition. But that is only half the truth. The whole truth is that much of the voting in Hesse was more relevant to Hesse than Bonn and those who failed to vote SPD in the cities of southern Hesse did so willingly and turned not only to the FDP but also to the CDU.

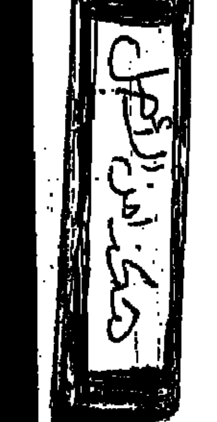
The breakthrough into the bourgeoisie which the party achieved after its Bad Godesberg programme and under the aegis of Georg-August Zinn in Hesse has not only stagnated but has been reversed.

The SPD will have to ask itself whether the style of its politics in southern Hesse in recent times was suitable for convincing a broad strata there that necessary social welfare policy reforms were really necessary.

The electorate does not want to be manipulated, but quietly and calmy convinced. The elections in Hesse have, at any rate, given all three parties plenty of material to discuss.

Karl-Hermann Flach

(Frankfurter Rundschau, 10 November 1970)



■ INTERVIEWS

The Moscow Treaty – a British journalist's opinion

The Social and Free Democrat coalition has now been in office for one year. *Vorwärts* took this opportunity of asking a number of prominent foreign correspondents in Bonn for their opinions on the government's performance so far.

Vorwärts: Mr Berthoud, now that the government under Willy Brandt has been in office for twelve months, how do you view its foreign policy?

Roger Berthoud (The Times): For the last year there has been a new policy. I believe that it has now been recognised that there are two German States in one German nation. Bonn has thus shown the German Democratic Republic the respect it deserves in many fields.

But the circumstances surrounding this were typical for this government's drawbacks. Chancellor Brandt announced his policy in a television interview before making the government's policy statement and government spokesman Conrad Ahlers carelessly confirmed everything at a press conference.

Though the aims and statements were good, the tactics were misguided. Parliament must always be informed first.

Apart from that, Brandt's government has very good ideas and principles. By drawing the logical and sensible conclusions, it has achieved true progress. It has abandoned the Cold War attitude of the past and undertaken such an important step as signing the non-proliferation treaty.

What disturbs me is that people here do not realise that there is only one Chancellor like Willy Brandt who is distinguished by his past, his appearance and his integrity.

It would never have been possible to achieve genuine conciliation with the East under a Chancellor who was once a member of the National Socialists.

Vorwärts: What do you think of the Moscow Treaty?

Berthoud: The important thing in my view is what Chancellor Brandt said – this treaty does not give anything away that was not lost a long time ago. All treaties are in principle a matter of mutual trust. If there is no longer any trust, the treaty becomes meaningless.

But the Moscow agreement is a step towards more mutual trust in both countries. I would be surprised if no real progress were made in many fields. Moscow's official position concerning the Federal Republic has already changed.

Vorwärts: You have twice been to Poland where your father was British ambassador. When you were there did you have the impression that the Poles too trust Willy Brandt?

Berthoud: Certainly. The Poles believe Willy Brandt. I am convinced that there will also be reconciliation with Poland.

Vorwärts: Do you believe that there is any alternative to the Coalition's foreign policy? Have the Christian Democrats any such alternatives?

Berthoud: The Christian Democrats have not put forward any alternatives. They have only said that they too want reconcilation with the East but would use different tactics...

I think you have only to remember the non-proliferation treaty which the CDU did not sign. A party cannot want reconcilation on the one hand and not take any concrete steps towards it on the other.

But I do see differences here between Kurt Georg Kiesinger, the tactican Rainer Barzel and the forty-year-olds like Helmut Kohl, Heinrich Köppler and Richard von Weizsäcker.

Vorwärts: Do you believe that the present government will last its full term in office?

Berthoud: Yes. Under Basic Law it is very hard to achieve a constructive vote of no-confidence. Unfortunately it looks as if the FDP will break up because of internal dissensions. The party no longer has any credibility. It will not be easy to last through this legislative period and the government will not be very strong.

Vorwärts: How do you judge the coalition's domestic policy?

Berthoud: It was a tactical mistake for the Chancellor to present himself to the public right away as a chancellor of domestic reform. It would have been better not to have said this so loud as reforms cost a lot of money and require a lot of time.

Many changes are necessary – despite the SPD's fear of being termed Socialist and compared with Marxism.

It is difficult to take more taxes from the rich if you are afraid of being criticised for attacking private property. And it is difficult to carry out Socialist policy in a State whose existence is traditionally based on the sacrosanct concept of private property.

Although I look at the causes and the history as an Englishman, I must say I regret the silence of the left wing of the SPD in Bonn.

Of course the narrow majority in the Bundestag demands party discipline. But the left wing of the SPD, compared with the left wing of the Labour Party, is all too willing to give in and avoid ideological clashes. Parliamentary debates then remain dull.

A French journalist's standpoint

Vorwärts: What do you think of the present government's Ostpolitik in general?

Roland Delcour (Le Monde): Even while forming his government, Chancellor Willy Brandt found an atmosphere conducive to his plans. This state of affairs began with the Grand Coalition's policy statement of 13 December 1966 as Bonn then saw detente and no longer reunification as its main task. In my opinion they then gave up the idea of joining the German Democratic Republic (GDR) with the Federal Republic.

It was also recognised at that time that East Berlin at least existed. To a certain extent the Grand Coalition continued Dr Gerhard Schröder's Ostpolitik by establishing diplomatic relations with Rumania, for example, or resuming normal relations with Yugoslavia.

The only trouble at that time was that this course was both difficult and dangerous as Moscow could consider this policy as an attempt to cause dissension in its own sphere of influence. The Prague spring could also be ascribed to Bonn's Ostpolitik.

Chancellor Willy Brandt drew the logical conclusions from the policy statement of 13 December 1966. Instead of first working on the periphery, he directed his policy toward the centre, the Soviet Union. Only then did he turn to Poland and the GDR.

Moscow could no longer suspect the Federal Republic of trickery and of trying to sow seeds of discontent within the Eastern bloc. Geographically and politically the Chancellor chose the correct course.

Vorwärts: What do you think of the Moscow Treaty and the attitude of the Opposition?

Delcour: The Treaty with Moscow is an important step. It also clears the way to further negotiations. Of course Brandt has taken a risk: Berlin. But I do not believe that this risk is all that great. The Russians know that the Treaty will not be ratified unless they are ready to make genuine concessions over West Berlin. And I am optimistic in this respect.

There is no real alternative to the present government's policy. If the Christian Democrats (CDU) were to bow to individual extremist views, they would not only be far removed from the real state of affairs in Germany but would also be running the risk of falling in line with the National Democrats (NPD).

The CDU is committed to Gerhard Schröder's sensible and rational attitude. His influence can be seen in Rainer Barzel's new attitude.

Vorwärts: After the first year in office of the SPD-FDP Coalition, what prospects do you see for the future?

Delcour: Rapprochement between East and West, detente and peace in Europe are the immediate prospects. French reaction is understandably bitter as Brandt is now carrying out General de Gaulle's policy better than the General himself did.

The Federal Republic has now shown for the first time that it has come of age and is no longer concerned with looking for purely moral values everywhere and preaching as it used to be.

Bonn was previously a branch office of the West. The Federal Republic is now a truly independent State. All the major powers now recognise it as an equal partner on the international level.

East Berlin will have to take note of this whether it wants to or not. Today Bonn has the best relations it has ever had with the whole world, ranging from Israel to the countries of Eastern Europe. It has great moral credit in both East and West. But the Chancellor's greatest strength is that he is so honest that his Western rivals – and he has many in the West – and his opponents in the East – he has a lot there too – cannot attack him directly and personally.

His prestige, already extraordinary, is continually increasing. And I am convinced that the government's foreign policy entails no risk for the world or for peace.

Vorwärts: How would you sum up the first twelve months in other fields?

Delcour: I am afraid that foreign policy will continue to overshadow domestic policy, as it has in past months. The steps taken by the Minister of Economic Affairs to stabilise the economy were indeed vigorous, but they were not effective. Prices continue to rise. And I cannot understand why a Social Democratic government liberalised rents.

Willy Brandt promised to be a Chancellor of domestic reform. But after twelve months we are still waiting to see in what areas these reforms will be introduced. A lot must be done, in education as well the economy. But I must admit that I do not consider Karl Schiller to be a Social Democrat.

An American journalist's view

Vorwärts: Mr Binder, what do you think of the government's foreign policy?

David Binder (The New York Times): Action has been taken on all the important points of Willy Brandt's policy statement of 28 October 1969 and some successes are visible.

In Ostpolitik the attempt has been made to normalise East-West relations. At the same time the policy to expand and consolidate western European integration has continued.

In each case Bonn has preserved its links with its partners in the alliance and sought an adjustment of interests.

All in all, it can be said that the government is purposefully pursuing a policy of peace according to the aim it set itself.

Vorwärts: What do you think of the Moscow Treaty and the attitude of the Opposition?

Binder: Holding talks with the Soviet Union was a logical step after the growth of good relations with Western countries. The Moscow Treaty has at present two possibilities – an improvement or worsening of relations between the two countries.

As Foreign Minister Walter Scheel once said, it opens the door to the East. For the Soviet Union the Moscow Treaty opens the door to the West. The important thing now must be to supplement this Treaty with results. This demands constructive work from both sides.

Vorwärts: You yourself, Mr Binder, have written an internationally respected report on the favourable prospects for Berlin. On what do you base your view?

Binder: The Russians indulge in dialectical thinking and argument. If the Soviet Union seeks detente in Central Europe it must prove the fact in one centre of tension – Berlin.

That lies, as I believe, in their own dialectics. I feel that the first signs of the Soviet Union's genuine desire for detente can already be seen in Berlin.

Vorwärts: Do you believe that the government under Willy Brandt will be able to continue influencing this trend favourably until 1973?

Binder: I'm convinced of that. But I believe that the present policy was not just an innovation of this government but was a result of the general political development in both East and West.

All governments in the Federal Republic would automatically have to follow today's political trends. I believe that no government could or can avoid this course or resist it in the long run.

Vorwärts: The government's domestic policy is being attacked all the time. What do you think of the Coalition's domestic policy?

Binder: Compared with the innumerable problems and internal tension in my country, the United States, and in nearly all of the Federal Republic's neighbours, including the GDR, this country is a real island of calm. That is also true for economic stability.

I think therefore that the Brandt government should and must show stronger nerves and thicker skin in domestic clashes.

Vorwärts: Do you give the SPD-FDP Coalition a real chance of lasting the present legislative period?

Binder: Oh, yes. I would be very surprised if the Brandt government does not last its full time.

(VORWÄRTS, 24 September 1970, 1 October 1970, 8 October 1970)

■ HEALTH AND LABOUR AFFAIRS

Hospitals Association and CDU/CSU discuss reform proposals

Frankfurter Allgemeine

The executive of this country's Hospitals Association, a body representing all hospitals in the Federal Republic, has stated that the fashionable concept of a classless hospital has led to what it calls an unrealistic reform euphoria.

Every hospital reform, it says, must have the aim of ensuring as high degree as possible of medical and nursing care for all patients. No hospital patient should be treated as a second-class citizen.

The Hospital Association has therefore made the recommendation to make large specialist departments smaller so that there are enough doctors and specialists for all patients.

It adds that the care the patient receives must depend on the seriousness of his condition and not on his ability to pay. Private wards should be replaced where necessary with one or two-bed rooms within the general wards. Charges should no longer be linked with accommodation in a special class of ward.

The hospitals have long aimed for a reform along these lines, even before anybody had spoken of a classless hospital. Today the majority of patients lie in rooms containing up to three beds.

But hospital reform costs a lot of money. If hospitals are to contain only one or two-bed rooms, some 200,000 new hospital beds must be provided in the Federal Republic at a cost of ten thousand million Marks.

Until society is prepared to meet this cost, the Association claims, the over-used term "classless hospital" will continue to be a catchword that confuses the public.

The executive has also adopted a highly critical attitude towards the proposed Bill for a Hospital Finances Law put forward by Health Minister Käte Strobel.

It states that the decisive factor is that hospitals receive full compensation for the costs resulting from their economic management. Up to now hospitals have not received full compensation to cover costs because of consideration for social welfare insurance.

The new Bill would not protect the hospitals against losses either, the Association states. The hospitals agree with hospitals planning but they must be able to cooperate on it.

The Association concludes that the Bill only created the foundations for a controlled hospital economy which the hospitals would oppose with all the means at their disposal.

The Christian Democrats and Christian Socialists (CDU/CSU) are also working on a Hospital Finances Bill at present and plan to draw up a series of principles that will differ from those of the government.

The Oppostition wants the central government to take over a third of the investment costs for hospitals. This is also the principle behind the government Bill, but the highest contributions mentioned in the draft lie considerably below one third

The Opposition would also like the independent, non-profit-making hospitals to continue to pay their ten per cent of investment costs in future. This should make it clear that the CDU/CSU wants ecclesiastical associations and similar bodies to participate in the care of the sick. It does not want to assign the hospital sphere to State control alone.

The CDU/CSU does not think much of ideological experiments. All it wants is a considerable improvement in the treatment of the individual. It aims therefore at an improvement in the internal organisation of hospitals.

The Health Ministry Bill does not contain any proposals of this kind as this is the concern of the Federal states. The CDU/CSU disagrees, pointing out that the central government has important tools to improve the internal structure of hospitals.

These include the subsidies the regulations governing medical and nursing training, the medical insurance and labour laws as well as its framework powers in the payment of civil servants.

Proposals by authoritative politicians in the CDU/CSU envisage an end to the present inflexible class system in hospital, though their views have yet to be given party approval and some points are still disputed.

A patient will not have to pay any more because he is insured privately All specialists will receive the right to charge fees for private work and part of the total will be paid to the staff depending on the amount of work they have put into the case.

Greater cooperation

Closer cooperation is sought between hospital doctors and general practitioners. Doctors permanently resident in the area should be given a greater opportunity for using medical and technical apparatus at the hospital.

An Institute for Hospital Affairs should be set up to investigate ways in which the hospital system could be improved.

Other proposals of importance include the view that compensation payments should not be reckoned according to the costs incurred by individual hospitals. Instead, hospitals should be divided into groups. This should give an impetus to the economic management of a hospital.

Thought has also been given to the idea of drawing up the compensation regulations in such a way that hospitals are no longer tempted to keep a patient in hospital as long as possible.

(Frankfurter Allgemeine Zeitung für Deutschland, 3 November 1970)

Jobs vacant figure gives distorted picture

Frankfurter Rundschau

The strain on the labour market is decreasing, though still too half-heartedly in the eyes of some observers of the economic scene. In October there were 750,000 jobs unfilled and a total unemployment figure of 110,000, suggesting that not enough heat is being taken out overheated economy.

It must however be borne in mind that these figures do not tell the whole story and any conclusions drawn from them can only be limited.

The gap between the number of jobs available and the number of workers is not wholly a result of the boom in fact this gap is much less than 640,000.

It is so narrow that the Federal Labour Institute in Nuremberg has already advised against further State curbs. If prices were checked the real growth rate could sink under the three per cent level critical for full employment.

The unemployment figures give a distorted picture of the economy. This is especially true of the vacancies figure and not only because of the search for labour that can be balanced at least partly by making greater demands as a precaution.

What is much more important is that there is a contantly increasing hard core of vacancies that has almost nothing to do with the overheated economy.

In 1967, the year of recession, some [illegible],000 workers more were sought than in the boom year of 1959 even though the recession had cost 700,000 men their posts.

The Federal Institute calculated that [illegible]0,000 vacancies for the first few months of 1970 and estimated a long-term growth rate of 25,000.

There are many reasons for this rise. More and more employees are retiring before the official age, for example, and the number of workers outpacing available.

When judging the state of the economy, the decisive factor is not the number of vacant positions but only the increase caused by the boom. Ranging around ten per cent, this factor was really influential in the present cycle but since reaching its peak in the spring it has now sunk to about half the previous total.

When it is remembered that the number of posts announced reacted to the beginning of the boom after a delay of two to three months; the warnings of the Federal Institute in Nuremberg seem appropriate. Experts there state that curbing the economy still further because price rises have been delayed would threaten full employment.

(Frankfurter Rundschau, 7 November 1970)

Trade unions in the sad dilemma of full employment and labour market pressure

Officials of the Metalworkers Union in north Baden-Württemberg recently broke off wage negotiations as they were not satisfied with the employers' offer that lay under the figure proposed in arbitration

The metal industry in this country, containing branches of varying profitability such as the rich automobile concerns and the poor shipbuilding yards, is facing a wage rise of twelve per cent this year. Even a well rationalised industrial concern cannot make up for this burden immediately.

Otto Brenner, the leader of the Metalworkers Union, was once a great supporter of the course of stability propagated by Economic Affairs Minister Karl Schiller.

He knows that the wage avalanche he has set in motion will result in a further rise in prices. But he is doing little to counteract this, as there is little he can do.

Trade unions in this country are now in a position formed by the government's policy of full employment, the unions' role as seller on an empty labour market, the extremism of the New Left and the need for independent wage settlements without which there would either be State control of anarchy when it came to settling wage claims.

The government's policy of full employment has become a kind of compulsion, as in other countries. Without it the apparatus of State expenditure and welfare legislation would no longer be workable.

On the other hand, full employment leads to a shortage on the labour market and the willingness to pay higher wages. The result is that almost every firm that wants to keep its workers must pay wages that are higher than the official level.

As the unions have seen how quickly these wages can be reduced in times of depression, they plan to codify the wages and perks paid. The result is that during



times of boom a voluntary additional payment is made to workers.

These perks rouse the union leaders. They must recognise that their wages policy is of value to employers only when there is not full employment.

In times of full employment the unions adapt to the situation They give their members legal protection and produce a classified wage structure but they do not determine the amount of wages earned.

When offering labour forces they have to conform to the situation of the market. They do not achieve any spectacular successes during times of depression and, if they did, employers would soon reduce voluntary extras.

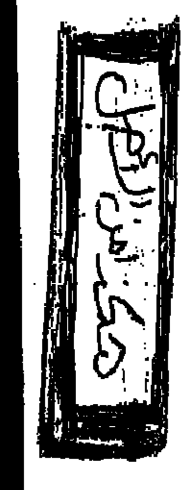
If they pursue a moderate wages policy during a boom period, as they did last year, they soon come to grief. The wildcat strikes in the autumn of 1969 brought the trade unions to the verge of an internal crisis. The New Left anathema to the staunch establishment of trades union officials, brought a different style into the wages struggle. The New Left agitated in the factories and so forced the unions to adopt a bolder wages policy.

Employers have to agree to the new wages policy if they are to save the principle of independent wage settlements. The policy takes everything the market produces and in a period of full employment this is more than the official policy of stability can stand.

The unions are working against their own aims when allowing political extremists to saddle them with policies that lead to inflation.

The only people to profit from creeping inflation are owners of productive capital who pay back their credits in a slightly devalued form and include credit costs in the prices that the worker himself then has to pay. The much lamented accumulation of capital in the hands of a few people is only strengthened by creeping inflation. *Ernst Willenbrock*

(DEUTSCHES ALLGEMEINES SONNTAGSBLATT, 8 November 1970)



■ MASS MEDIA

Programme planners discuss television's role

Handelsblatt
Industriekurier

Dieter Stolte, the man responsible for programme planning for this country's second television service, ZDF, recently surprised fellow planners by claiming that the time had now come for re-thinking what broadcasting stations should transmit.

He was speaking at a conference of programme planners who had been invited to Mainz by the ZDF to discuss the subject of entertainment on television.

To explain his views, Stolte drew up four criteria which illustrated the need for a re-examination of aims. Firstly, there were technological changes and the introduction of cassettes and communication satellites.

The speed with which these developments are proceeding can be seen in the fact that even well-informed circles did not even remotely think of the planned start of cassette entertainment as developped by Quelle and Springer.

Stolte then dealt with broadcasting stations' financial situation which will probably be as bad in 1972 and 1973 as it was in 1969.

The question must therefore be asked whether the broadcasting stations are spending the finances at their disposal correctly in regard to the developments of the seventies, if advertising time is not to be drastically increased, advertising charges raised the standard and number of programmes reduced or the cost of licences increased.

Apart from the technological and financial questions, the changes in social structure will also have to be borne in mind when planning programmes.

Broadly-based surveys should therefore record the habits of the population and give programme compilers the results. Evaluating the data could not, however, disguise the central point of programme planning.

It is time to say goodbye to visions of a healthy world, Stolte said, as we live in a society that must continually air its differences. It would be completely wrong to interpret this as pessimism This is merely a concise definition of our times that we must look at rationally.

Stolte states in his final point that the demands by programme editors and by viewers for more participation in deciding what is to be shown indicates that the needs of society are to be reflected in the programmes more than they have been before.

It is therefore necessary to identify the main groups in our society and take more account of the difference in generations. The conclusion to be drawn from these deliberations is, Stolte says, plain — guidelines must be drawn up that will lead programme planning into the future.

It is tempting to establish a direct link between Unkel where representatives of several broadcasting stations were discussing the future perspectives of broadcasting and the conference in Mainz.

This would help television to take its first steps into the future. The stations are just waking from their selfcontented slumber and are beginning to deliberate over the rapid developments in society and in the media themselves.

It must be pointed out with both pleasure and surprise that this happened in Mainz, the HQ of the ZDF which has the reputation of not being too reluctant in making allowances for public taste.

The subject of entertainment proved to be highly controversial, even though the kid-gloves were still on at the beginning of the conference. The talks varied wildly.

On the one side the programme producers feel that they are the poor relations of the television stations, the object for contempt by their more exalted colleagues in other departments.

On the other hand there is the public with its needs, about which little is known, and its taste, about which there can be little dispute.

This gave rise to the (unexpressed) suspicion that the programme producers were using the rarely practised science of viewer research as an alibi.

Of course those responsible for entertainment know their viewers. They do not admit this to the press but assume a thoughtful posture, pucker up their brows and ask for suggestions, which is always a good policy.

They are cheating a little as nobody is stopping the producers from making a greater effort in the field of entertainment and turning their backs on stereotyped ideas — apart from public taste of course.

While some producers want an illusionary entertainment in the pretence that there is a healthy world, others wish to reproduce reality and awaken viewers' consciences.

There was a long and thorough discussion on this point though there is the thought that entertainment will pay more attention to reality in future, though without neglecting stimuli for the viewers' imagination.

Somehow producers seem to have got the idea that relaxation can only be accomplished with a primitive lack of imagination.

At any rate the planning of entertainment programmes will have to abandon the idea of a representative section of viewers. There will have to be investigations into what the individual groups understand by entertainment.

The results can then be used to vary the style of entertainment programmes and cater for all interests. The field is wide and attention must also be paid to the theory that entertainment need not be stimulating in order to relax the viewer.

Towards the end of the conference a certain degree of insecurity could be felt. Herbert Janssen saved the situation in his splendid closing speech that pointed out out the necessity of television as a medium that would retain its importance for a long time after the conference ended.

The public's desire to pick what it wants is based in our basic democratic order, he said. Those people who respect the viewer and take him seriously should realise that he should sometimes be given programmes that make certain demands on him. It was not, Janssen concluded, the task of television to give the public what it wanted if what the public wanted was wrong.

This speech covering the field of public, democracy and television demands further discussion because of the yardsticks set here and the conclusions that have yet to be drawn. *K.F. Göltz*

(Handelsblatt, 4 November 1970)



Roland Klick uses all the traditional rules of the Western in his film 'Deadlock' — and yet he has succeeded in producing an excellent thriller with a fine touch of poetry. (Photo: Cinema)

Roland Klick produces good German Western

DIE WELT

Film-goers may be surprised to learn that there is now a German Western that is well worth seeing. Roland Klick, a young film producer here who is at the same time his own scriptwriter and director, has produced an entertaining film that is top class as both entertainment and art.

It is subtle. The story is a good old Western cliché. A bankrobber, played by Marquart Bohm, is about to bleed to death in the middle of the desert while on the run.

An old cowboy and desert troglodyte, played by Mario Adorf, comes along in his old jalopy, sees the dying man, leaves him lying in the sand but takes his suitcase and the piles of dollar bills.

He then drives back, thinking that it would be better to kill the man from whom he has stolen his booty. But he does not find him until he has recovered and is able to grab the gun of his robber and demand the money back.

The action consists only of a subtle arrangement of scenes showing the constant change of ownership of the bag [illegible] of dollars.

A big loner with the heart of a rattlesnake then comes into the story. Played by Antony Martin, he is the sort of man who looks meanly from under his stetson with eyes screwed up and with finger on the trigger, contemptuous of his victim but a character who is sad and melancholy.

Now there is a three-concerned contest between the men with robbers' instincts. In the end they all bleed to death. Money and Mammon's dreaded curse have made them all bite the dust and there is plenty of that in the desert.

The film is an excellent thriller. Roland Klick knows all the rules of horror. He has firm control over his actors, he can achieve suspense, driving it to an extreme, though without ever exaggerating it. He can even create irony, humour and a certain poetical quality in the midst of evil.

Two female figures, both misused and shabby, play subordinate roles in this [illegible] drama. Betty Segar plays a drunkard who dries up in the desert sun. Mascha Rabbem is withered, a sad sight as the other female's daughter, a charmingly ugly scarecrow.

Klick uses all the traditional rules of the Western. You can even see the pleasure he gets from keeping to the old pattern. But you can also see how he always heightens the old form surrealistically, how he makes poetry from desolation, a poetry that not even classical films of this genre possess.

It is astounding. *Deadlock* — films always have to have Anglo-Saxon titles — is like a ray of hope. Entertainment with a sure mastery of art. It is astounding.

Friedrich Luft

(DIE WELT, 2 November 1970)

A touch of class at the Munich Art Fair

Art still has an aura of being exclusive and distinguished. The atmosphere at the opening of the Munich Art and Antiques Fair was also exclusive and distinguished.

High society from Munich and the city's surroundings appeared at the *Haus der Kunst* along with the snobs.

Objets d'art worth thirty million Marks were the fitting background for the ladies' wardrobe. Few furriers in Europe could have built up such a large collection as was paraded through the corridors. The prices of some of the furs must have equalled the value of the antiques exhibited in many cases.

Asking the prices of things is of course just not done here. One exhibitor said, "Imagine someone asking the price of a Baroque chest of drawers and then seeing it later at an acquaintance's home and knowing its value. After all, its a small world."

That is revealing and it would probably be equally infra-dig to talk about money when surrounded by a piece of furniture costing 50,000 Marks.

The owner just has it, even though he does not always admit this to the taxmen. This is one of the main reasons for discretion as far as prices are concerned. After all, nobody wants to declare the value of a Baroque chest of drawers when filling in forms for his property tax.

One exhibitor was indignant: "If Bonn does pass the frequently discussed law that art dealers must name their customers, that would mean the trade's certain death."

Continued on page 7

■ THINGS WRITTEN

Factory floor literature and the workers

Frankfurter Rundschau

Results from the second survey competition organised by the *Werkkreis Literatur der Arbeitswelt* (Study group for literature and labour) are now available.

The panel of judges for this competition were Günter Wallraff and Gerhard Kelling, representing men of letters, Annemarie Fabian and Friedhelm Baukloh representing journalism and the trades union movement, Bruno Korn a miner and member of a workers' committee and Peter Kühne and the author of this article as members of the study group.

We had to consider around fifty entries. More than two hundred workmen, white-collar workers, apprentices and housewives tackled the question, "What is my place of work like and how could it be improved?"

Their efforts presented the jury with an unenviable task of narrowing down the fifty or so to a short-list.

It was a task we could not complete unanimously and in the end we decided that the 3,000 Mark prize should be divided among twenty entrants. This seemed to be the only way to avoid doing an injustice to the competitors.

This year the competition surpasses last year's results from the point of view of the variety of forms which the entries took.

There were pessimists and dismal jimmies who claimed in advance that very few members of the working classes had anything constructive or interesting to say.

They and their ideas were scotched this year even more effectively than last. The idea of course was not to find a great new man of letters among the workers. Most of the entrants accepted the challenge in the right spirit and took the opportunity to criticise working conditions from their own experience.

Reports, narrations, diaries, poems, business newspapers and even short novels which were received by the study group did not of course meet the high demands of great literature and best-sellers.

But what they lacked in style they more than made up for in content which their directness and matter-of-fact attitudes. It was along these lines that the panel set its yardsticks.

These criteria are not out to encourage a new kind of proletarian cult or the naivety of exotic and proletarian modes of expression, of course, and the fact that they do not do so can be seen from the texts that were sent in.

The joint work of the panel and the successful entrants in the competition is not designed to polish up the entries stylistically, but aims at giving them the greatest possible punch and effectiveness as means of information and emancipation.

There is not much point in naming the authors of individual works that were awarded prizes or describing their works in detail.

Works to be published next spring

They will be presented to members of the public at the meeting in Mannheim on 7 and 8 November of all the workshops. Later they will appear in further publications.

In this connection it is interesting to note the increasing influence that this study group is having. The most important works to emerge from this competition will be worked on to give them more punch and will be published next spring as a Rowohlt paperbacks with a printing of 20,000, selling at 2 Marks 80 Pfennigs.

This study group believes in working together as much as possible. For instance in the preparation of the Rowohlt book they are conferring.

Whenever it is possible works that are submitted as entries are given a preparatory reading in the various workshops.

Unfortunately money is short and it is scarcely possible to find enough cash to remunerate jurors to form a panel for reading as many as two hundred and fifty essays, reports and other writings submitted.

The way round this was not hard to find and the method chosen corresponds to good pedagogic ideals.

Members of the workshops are called upon to read the works of their fellow-members and criticise them. This is good practice for themselves of course. It gives them an inkling of how to evaluate their own ideas and formulate them.

The framework for this is provided by the questionnaires which act as a good example and show the way to evaluate the content and application of a next. And it also made a later statistical breakdown possible.

The result of all these words is that numerous spheres of the working world, particularly on the industrial and administrative side are shown from the point of view of those who actually work there on the scene.

Sometimes contentment is expressed, sometimes discontent and sometimes resignation about working conditions. Opinions are expressed on ways of improving these conditions.

But at times the essays show real anger at conditions on the factory floor which are felt to be oppressive or even repressive.

Often criticism is constructive and generally calls for greater worker participation in the affairs and running of the business.

The visible result is that the world of the working man and woman has come alive and begun to talk for itself. No mediators and spokesmen are necessary.

Erasmus Schöfer

(Frankfurter Rundschau, 4 November 1970)

Theatre for youth discussed at Marl meeting

More than ninety per cent of all parents in the Federal Republic believe that a good beating is the most effective form of education for the young, according to a survey.

Strong feelings against children are a well known aspect of our society. Families with children looking for a flat could write a book about it.

Neither in Basic Law nor in the Federal states statute books are words wasted about the rights of children, but parents' and schools' powers over the young are dealt with at length.

This is the background against which the meeting of the *Kinder-und Jugendtheater* (Youth Theatre) must be evaluated. It is the first of its kind and at the meeting there were both men of the theatre and members of the teaching profession.

Despite their antipathy towards children adults in this country have indulged in the luxury of a theatre for the young. On our municipal stages this generally takes the form of pantomime and poor quality plays except in some cities such a Dortmund, Berlin and Nuremberg.

Munich author Melchior Schedler has come up with a new idea to combat this poor quality children's theatre. This served as a basis for discussion at the meeting in Marl.

Its main points are that in the children's theatre all the initiatives must come from the children and the old repertoire must be scrutinised critically or replaced completely.

Revising the whole system like this appears to the actors Helme Ibert and Wolfgang Paris as a poor compromise. They point to their experience in the Märkisches Viertel (a district in Berlin) that architecturally hideous and sociologically and psychologically scandalous satellite town for 50,000 people where they have tried out a new form of youth theatre.

This is based on the ideas of Walter Benjamin's proletarian youth theatre in the twenties, which cut itself off from the profit-making ventures of the middle-class stage. In their plays with workers' children they are attempting to bring about "child emancipation".

The children are made aware of their own particular social standing. This is the theatre as a means of anti-authoritarian education, not in opposition to parents but in agreement whith them.

Paris and Ibert hope that the children's play-acting will rid them of psychic inhibitions and strengthen their sense of self-awareness.

As the main theme of the educative

Kölner Stadt-Anzeiger

process they name 'lovability', flexibility in changing roles, solution of conflicts, mastery of language, teamwork and sexual freedom. It will be self-deception if we tried to ignore the social conflicts in our welfare society simply because the standard of living at all levels has risen.

A similar path is being trod by Wolfram Frommlet in Kassel, but without ideological trappings. He sees youth theatre as an instrument for breaking down repressions.

In mixed groups with the children of labourers and academics controlled by scientific analyses the children are encouraged to test and expand their capabilities of speech and action. Not only do they play without props and scenery but they have to supply the missing items by themselves — a unique experiment in building the imagination.

Frommlet goes even further. With optical antitheses — for instance projection of a villa and council houses — he gives social enlightenment to the children. He analyses the hierarchy in fairy tales, the witch, the robbers and the good fairy. By re-enacting family scenes from every-day life group behaviour is touched upon.

However valuable the experiments in Kassel and Berlin may be as educational projects they cannot replace youth theatre in its entirety.

Would it, for instance, replace the plan for a school theatre that Wilfried Noetzel has devised in Bonn?

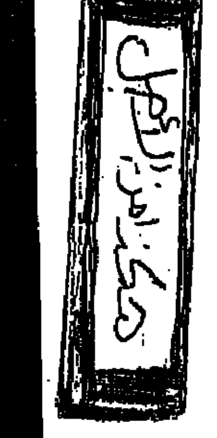
He has based his ideas on British lines and called for an independent theatre group within schools supported by a regular team of techer, psychologists and directors and fitting in with the curriculum.

The aim of this is to harmonise three important aspects of science, education and drama.

Does this system not run the risk of lapsing into the dilettantism of the lay theatre? And is this additional financial burden justified at a time when our stages are finally freeing youth theatre from the chains of convention? This has happened for example in Oberhausen and Düsseldorf.

Two groups emerge from the meeting in Marl, those who wanted youth theatre separated from the traditional stage and the others who called for cooperation between theatre groups and educational organisations. *Hans Jansen*

(Kölner Stadt-Anzeiger, 30 October 1970)



Continued from page 6

When talking about prices, one must be discreet and not tell every Tom, Dick and Harry. The Fair is open to the general public and it is reckoned that it will attract half a million visitors at least; but art dealers do not like two groups — those people who come to snoop and those who perhaps have a work of art at home and want to find out the present market value of the artist.

One respected art dealer said as an aside, "Should I be so stupid as to tell him my selling price? He would then only come along and demand almost the same price for his own painting. If he doesn't know, I can buy up his picture cheaply."

Quite a few art collectors and investors have, to the annoyance of the exhibitors, rebelled against this practice and now go to auctions instead.

"If only people knew how they were diddled there," one exhibitor shouted. Of course he has a story ready to illustrate this. The staff of a Nuremberg firm wanted to give their boss, an art collector, a picture for his fiftieth birthday and they decided to buy one at an auction sale.

The auctioneer was so kind as to point out right away that the owner of an American brewery was prepared to go as high as fifty thousand and that the selling price would probably be just a little more.

The experts only went as far as 25,000 Marks but hands still kept rising until the lucky though rather naive staff representatives acquired the work for more than fifty thousand Marks.

Most of the art dealers at the Fair are proud that they have established a good reputation over the years. And they are particularly indignant when some of their colleagues lower the reputation of the trade.

Few of the dealers are at a loss when talking about their exhibits. The origins of the works are sometimes obscure — nothing is known about the most expensive item on show costing 500,000 Marks — but potential customers are always told a plausible story about "this rare piece".

If people have not heard of the painter Willy Moralt, they learn: "1884-1947. Genre and landscape painter. Worked in Munich. Great-nephew of Carl Spitzweg. Pupil of Carl Raupp.".

The art dealer continues eloquently: "Do you know, a lot of people have tried to copy Spitzweg. Moralt is so famous because he had Spitzweg blood." What's more, the work cost 7,500 Marks.

Horst Kerlikowsky

(Frankfurter Allgemeine Zeitung für Deutschland, 2 November 1970)

■ MEDICINE

Psychiatrists warn young people against drugs and drug-taking

Professor Keup, a psychiatrist and the Director of Research at Brooklyn State Hospital, introduced the term drug career into our vocabulary when he attended the 86th Congress of this country's Psychiatric Society at Bad Nauheim and told delegates of modern problems of drug abuse in New York.

The term drug career is a macabre analogy to a respectable professional career that leads people a few rungs up the ladder.

Keup, from a medical point of view, compares this to the ever increasing doses of harder and harder drugs.

Though smoking hashish is comparatively harmless, polytoxicomania, a mixture of various drugs taken intravenously, certainly represents the climax of this dangerous career. The end of the case is nigh. A career is over.

One question that was not asked was whether a purely professional career could also end in this way. Many drug-takers are resisting the hierarchic pecking-order way of thinking, though not all of them are aware of this and in many cases it is only shammed.

The main reasons for taking hashish are the urge to copy others when in company and curiosity. There then follows to a lesser extent a number of other reasons due to the problems that beset the drug-taker.

It is quite understandable that people protest against society. But by taking drugs to express this protest, they are making the mistake of endangering their own lives instead of turning their protests into political action.

The New Left have now recognised this after treating drug-taking for some time as a protest aginst society. Their new slogan now states that hash is trash.

The psychiatrists at the congress did not of course deal fully with the political aspect of drug-taking and many speakers warned against mixing sociological and political issues with medical problems.

The eight hundred or so psychiatrists meeting at Bad Nauheim were more interested in hard facts than political questions — and there were enough to be heard in the discussion on drug abuse and the dangers of addiction.

Professor Keup took this opportunity of mentioning his idea of a drug career. The statistics that he had gathered in New York were alarming.

Half of all drug addicts in the United States live in New York State, most of them in the innumerable slums of New York City. The six hundred deaths recorded in the city every year from an overdose of drugs tell the whole story.

Professor Keup said that the domino theory could be applied here. Cannabis products such as hashish and marijuana were the first steps on the course of a dangerous career.

But cannabis products do not head the list of misused products. Alcohol has a clear lead. This dubious distinction is documented by a particularly alarming set of figures. Six million alcoholics live in the United States compared with three million drug addicts.

12,000 million dollars are spent on drink and a further 5,000 million on advertising alcoholic products. This is obviously an economic factor with which drugs cannot compete.

American society also has to make good the cost of keeping 30,000 alcoholics in special institutions and the damage resulting from 26,000 road accidents where alcohol was an influence.

The mention of the misuse of alcohol is important in connection with the drug problem as the consumption of alcohol does not decrease as more and more drugs come onto the market.

Cannabis products are in themselves less dangerous than alcohol but they must not be completely written off as harmless. They are the second most common substance leading to addiction.

More than a third of all young people between 17 and 25 have had experience of cannabis products and only the same percentage has given up drugs completely afterwards.

Instead many people, though not all, embark on a drug career that is far less predictable here than in countries with a long hashish tradition.

From the medical point of view therefor, young people must be advised not to take drugs. But the congress in Bad Nauheim dealt with any substances causing intoxication.

It was only on the surface that this seemed to be a concession to divided public opinion on this problem. In actual fact treating the abuse of alcohol and drugs differently is not a logical way to solve the problem.

Delegates at the congress were given a wide range of information with examples from several Federal states, towns and nearly all local districts. Drug-taking is no longer an exclusive pastime, a fact that makes it all the more urgent to investigate the extent and reasons and act upon the results.

Professor von Oppen of Marburg dealt with this in Bad Nauheim. He asked five radical questions but the results were not all that satisfactory. He questioned the productivity principle and the limits of performance. Drug-taking was an answer to both, he said, a deliberate provocation of society.

He felt that this was the key to the problem and concluded that people took drugs when they were unable to solve questions that are asked of us all.

He stated — correctly — that the problem could not be solved while retaining ideas about an intact order. But many speakers at the congress seemed to believe in this intact order.

After questioning the productivity principle, Professor von Oppen then said that he doubted whether general beliefs correctly reflected reality.

His fourth point was that acts of social order, once controlled by the power of the Church and morality, must now be artificially stimulated by taking drugs.

The Professor was greeted with ironic applause when he made his fifth point that practically everything could lead to a person fleeing reality and taking refuge in the intoxicating effects of drugs. Work could do it as could leave, speed, sex or big words.

At this point he was interrupted by applause that was of course directed against what he had just said. Those people who were called upon to fight the drug menace were no wiser when they left the auditorium in Bad Nauheim's Kerckhoff Institute than when they came in.

Horst Helmut Kaiser

(Frankfurter Rundschau, 3 November 1970)

Side effects of The Pill to be studied

Final preparations are at present being made for a widespread survey in the Federal Republic to examine the side effects of contraceptive pills.

In the next five years 25,000 women who take the pill will be given a medical examination every six months. There will also be a control group of 25,000 women who are not on the pill. They too will be given medical examinations.

According to information given by the Ministry of Health, the project will cost a total of ten million Marks. The Ministry has also stated that a symposium will be held in Berlin's Steglitz Clinic on 4 and 5 December to discuss the side effects of contraceptive methods.

The five year project and the symposium were planned before the recent news about side effects caused by contraceptive pills containing chlormadinone acetate.

Health Minister Käte Strobel has once again stated that women who have taken contraceptive pills containing this substance have no reason for panic.

(Frankfurter Rundschau, 4 November 1970)

Research Association celebrates its fiftieth anniversary

This country's Research Association, the DFG, is seeking a new role and image. While it has in the past mainly reacted to appeals from scientists to support research prospects, the organisation plans to function more as an independent body in future.

At a ceremony held on the DFG's fiftieth anniversary in Berlin's Congress Hall on 30 October the body's president, Julius Speer, and President Gustav Heinemann emphasised the Research Association's role as a coordinator and partner of the central government, the Federal states, universities and foundations.

In the ceremonial speech Professor Armin Hermann of Stuttgart showed the DFG's role in the advances made in physics in the past fifty years.

The support given by this self-run body to research shows how necessary its work was, especially in the years following the two world wars.

At the beginning of the "golden years of German physics" the Emergency Committee, the DFG's predecessor, enabled researchers to carry out their experiments by supplying the apparatus or paying assistants, as they did for Albert Einstein.

Today scientific development requires a different policy. Research planning must set priorities and decide what the main points of emphasis are to be.

The finances supplied by the central government, Federal states and foundations are still relatively low. The figure for 1970 is about 300 million Marks. About a third of this total is being used for unplanned research projects run by individuals.

But in the past twenty years the DFG has taken the initiative in many fields. Priorities were set so that the leeway could be made up in many fields of research.

Senate commissions were set up very early on to investigate ways to protect the environment and prevent pollution. Special research areas were established to help research gain a firm place again at university.

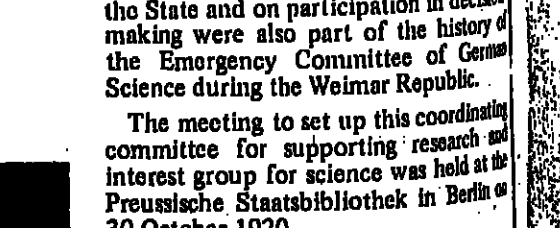
Professor Hans Rumpf, the President of the Rectors' Conference, acted as the university representative at the ceremony in Berlin. In his speech he demanded that the government should pay more attention to the experiences of the DFG when planning its research policy.

But it was plain that this course would be difficult and that the top men in the DFG were sceptical about their chances of success.

Apart from the outside political difficulties facing the DFG in its search for a new role, there are internal disputes about democratisation and participation in decision-making by the younger scientists.

In his address Professor Speer said that these decisions could not be made by means of a plebiscite. Scientific criteria are what count.

At present the DFG is paying grants to one thousand candidates for lecturers' posts and three to four thousands candidates for a doctorate are working on research projects backed by the body.



Professor Julius Speer

(Photo: dpa)

Controversies on research policy in a democratic state, on the relationship between the independence of science and the State and on participation in decision making were also part of the history of the Emergency Committee of German Science during the Weimar Republic.

The meeting to set up this coordinating committee for supporting research and interest group for science was held at the Preussische Staatsbibliothek in Berlin on 30 October 1920.

In a critical summary of the fifty year history of the DFG, published by the body itself, Thomas Nipperdey and Ludwig Schmugge state that the Emergency Committee was the first attempt at the self-administration and self-organisation of the sciences at national level.

After the almost total disorganisation after 1933 the Emergency Committee was set up again by the Federal states in 1949.

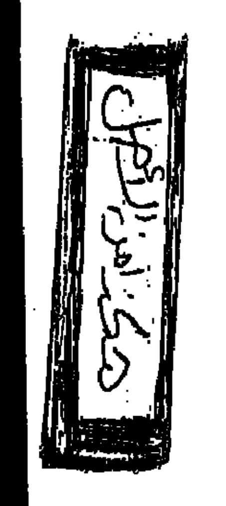
At first there were sharp clashes with the Research Council, a body that supported the central government and fitted in with Professor Werner Heisenberg's ideas of a politically aware science.

In 1951 the two bodies merged to form the DFG as a model of an institutionalised, cooperative federalism in which however the financial and political influence of the central government is at present constantly increasing.

This factor will decide whether the DFG does indeed become the central coordinating bureau for research as envisaged by President Heinemann in his speech.

Georg Hartmut Altenmüller

(Hannoversche Allgemeine, 31 October 1970)



■ THE ECONOMY

Surprises from Brussels

An important date for Europe this year could be 14 December. On this Monday the Council of the European Communities in Brussels will confer on the Werner Report and may well agree to it,

This Report is designed to set the terms for organising member countries of the European Economic Community within ten years into a European economic and currency union.

The reason why this date could be so important is that if the aims of the Werner Report are accepted by the Council this could be the first step on the way to a political union.

Experts on the Werner committee were sufficiently shrewd not to make a completely detailed timetable of all the steps along the way. All they did was to work out accurately what must be done on the first stage of this programme to be carried out over the first three years.

In good time before the end of this first stage a governmental conference is to be called with the aim of confirming the changes required for complete realisation of the economic and currency union. Working on a situation report of what had been achieved in the first stage a detailed programme of future action for the following years would have to be concluded.

Only when the second stage of the rocket had been fired would work begin in earnest. At this stage data giving the pointers for the overall economic modus operandi would be set, industrial economy, finance, credit, budgeting and fiscal policies would have to be coordinated, reins on the movement of capital would have to be slackened and alterations in parity among the various currencies of Community members would be ironed out step by step.

Only in the final stage which should be reached aroung 1980 would the most important decisions on economic policies and currency policies be reached on a communal basis. In order to achieve this authorities at present on a national level would have to be elevated to a Community level.

If all these implications are accepted by the Council on 14 December then this Monday will surely be a red letter day in European history.

But this is by no means certain. The European Commission has passed on to the Council two draft decisions and a draft resolution which it make it known that unbounded optimism is still out of place.

The report by the Commission which is headed by French commissioner Raymond Barre leads to two conclusions:

– The Commission has reacted with great sensitivity to the fact that they are not solely responsible for the progress of events on the way to an economic and currency union.

– The Commission, with an overall authority for affairs affecting member countries, quickly came to the conclusion that not all nations involved are greeting the consequences of monetary integration with the same enthusiasm as the Federal Republic is.

The French would suffer the greatest in the economic sphere by having to give up national sovereign rights. They have a centuries old tradition of centralised administration of economic affairs which they would be obliged to surrender.

This country renounces the least of all the Six. In fact the only thing this country would be called to give up is the right to pursue our own stabilisation policies. With this in mind the Federal Republic representatives on the Werner Committee made the point that it must be the aim of all endeavours to make a stable economic bloc of the Community.

In the Commission's drafts no pointer is made to the aim of stabilisation. Is this chance or was it done intentionally.

The fact is that the goal at which this country is aiming is not treated reverently in Europe. This may not necessarily be of great significance but it would be difficult to tie down a Bonn government – even the present one – to a political course that took no account of economic stabilisation.

The Bonn government views the parallel course of economic and currency policy measures, which must sooner or later lead to a political union, as a decisive prerequisite for firing the first stage of this three-stage rocket.

In the Commission's draft reports the connection between these factors is in no way stressed. You would also look in vain for pointers to the transfer of economic and currency policy competence from the national plane to the Community level which will become necessary in time.

Accident or design? It could be argued that the European Commission is realistically limiting its view to the first stage and even then confining itself to definition of monetary matters.

On the economic policy and institutional side the Report has given short measure. Before the second stage is fired the Commission will make recommendations to the Council. There has been no talk of the governmental conference for which the Werner Report called.

It would be mistaken to overestimate such omissions, but they should at least be noted. For certain the compromise of the Werner Report is not completely to the liking of the European Commission, nor is it to the liking of an important member of the EEC.

For this reason the Bonn government should not let up in its efforts to get the Werner Report passed by the Council as far as possible without being watered down.

Rudolf Herlt

(DIE WELT, 5 November 1970)

Women executives rarely make decisions independently

Liselotte Rantzau is mistress over three-thousand old sea-dogs, Sigrid Kressmann-Zschach is head of an architect's office employing 180 people and Betty Brandt is the boss of the well-known biscuit manufacturers Brandt Rusks of Hagen.

There are 24,000 female business managers running concerns with more than ten employees in the Federal Republic. This is twelve per cent of all self-employed business-"men".

They run all kinds and sizes of company right up to large-scale foundries.

Recently the 1,200 female bosses, who have been members of the *Vereinigung von Unternehmerinnen* since this was founded by the go-ahead Dr Lily Joens in 1954 met for their sixteenth annual general meeting in Berlin.

A scent of exquisite perfume filled the conference room proving that this was not a gathering of blue-stockings nor as Lily Joens was quick to point out an assembly of "Mad Minnas" (the Dutch militant women's rights group).

In an interview with *Frankfurter Allgemeine Zeitung* the business manager of this association, Ursula Kneer, said: "We have realised that women who run companies by no means lose their femininity."

In addition, she said, it is easier for a woman by her very nature to carry out cooperative management methods, although this is by no means a sign of insecurity. "Women rarely take decisions on their own," she said.

What sort of things concern or worry the women leaders of industry? First and foremost the same matters that bother any leader of industry.

Lily Joens, who had of a Düsseldorf electronics firm employing one thousand people was highly critical of the Bonn government's economic policies.

Since most of the women who are head of industrial concerns work in middle-sized companies they fear that the planned tax measures would place a great burden on the middle classes.

In addition to this the women who run companies are out to get partnership and recognition on economic panels. Although they have generally speaking managed to gain recognition over a period of time in society and are a force to be taken seriously now, they still feel that they have insufficient representation on chambers of commerce and industry, according to Ursula Kneer.

Other matters on which the women industrialists' association lays great emphasis are discussion on questions of cooperation, fiscal matters, personnel leadership and last but not least rhetoric.

Regular seminars on costs and prices are organised. One further concern is leadership successors. In many cases it is difficult for the woman industrialist to get her children interested in joining the firm and the association.

For this reason the association has recently formed a junior group and already 38 daughters of women industrialists are members of this.

How does a girl become an industrialist? Proudly Ursula Kneer points out that 32 per cent of the members of the association founded their own companies. This can be put down to better women's education and a greater desire for independence among women in the past twenty years.

This still leaves 68 per cent who have taken over the firm they now run, either because the fates so decreed or for other reasons, the most common of which is that the firm was previously headed by another member of their family.

Four per cent of the women employ

Continued on page 12

Industrialists' public image is not so bad

Who wants to be an industrialist, seems to be the general attitude of people in this country, according to a recent survey conducted by the Research Centre for Empirical National Economics in Cologne, headed by Professor Günter Schmölders.

The survey ascertained that around seven people out of ten in this country do not consider it desirable to be the head of an industrial concern.

Their reasons were that they would rather be without the responsibility, risk, hard graft and ulcer-inducing worry that they see as going hand-in-hand with the business leader's position. A number of those questioned considered that they were simply not cut out for such a role.

Nevertheless, the outlook for the industrialist is not quite so grim as many would appear to believe. As far as prestige is concerned the successful industrial leader is in second place in our hierarchy behind the university professor.

The most important requirements to be a successful industrialist are to have capital backing and the ability to make responsible decisions.

People were almost unanimous in their decision that for instance the proprietor of a shoe-making company could be considered an industrialist.

The jargon of class warfare is foreign to most people in this country, it seems. When asked to explain what they understood by the term industrialist 57 per cent of those in the survey gave as a synonym something on the lines of "employer", "head of a firm" or "businessman".

Only four per cent used coloured words such as "capitalist" or "exploiter".

Whoever they include among the ranks of industrialist people seem fairly clear on the industrialist's role in political matters.

Sixty-three per cent ascribed to him an "important" or "very important" role. Nineteen per cent said they thought that in the last year this importance had even increased.

Here it seems the general public and industrialists themselves are in agreement. "The industrial concern is an essential factor in the development of social welfare policies," according to Otto Eckart, the Federal chairman of the Federal Society of Young Industrialists (BJU).

"The future of the market economy and our free social structure are dependent on whether the industrialist is fulfilling his function for the economy and for society and hence for our democracy."

In order to polish up the image of the industrialist even more the BJU would like to contribute to discussions with more of its own ideas, according to the Federal chairman.

They have offered their own "basic law", a company constitution that would point the way ahead for many industrialists, This company statute, as the BJU calls it, contains guidelines for free cooperation among all members of a company – industrialists and employees alike.

This would mean replacing worker participation in management, which has caused concern in BJU circles, with worker participation from the factory floor.

A former company manager paints the picture of the industrialist less from the point of view of company policy than from the point of view of social welfare policies. Ernst Wolf Mommsen, State Secretary at the Ministry of Defence, was previously the Director-General of Thyssen steel pipes in Düsseldorf. He calls on company managers to show greater responsibility with regard to society.

Modern management, Mommsen says, is responsible in the company decisions it makes for the world around, that is to say for society.

Mommsen is not thinking in this respect exclusively of the problem of atmospheric and water pollution in industrial regions. He means that in a company's production programme the needs of society must be given paramount consideration.

According to Mommsen it is industrial suicide for companies to go on aiming for maximum profits and power over the market as the guidelines for company policy.

Social responsibility as Mommsen and Eckart see it may seem self-evident to many a company manager, but whether this is an idea that corresponds with reality is another matter.

Ernst Wolf Mommsen says that the industrial giant which is tending more and more to become an international concern is being faced with increasing criticism on a political level.

In some companies this criticism goes so far as to be almost anger that the firm is less a promoter of progress than a tool of imperialism. Any company that hopes to meet the requirements of the future with the ideas of yesterday will be swept away.

Gunhild Freese

(DIE ZEIT, 6 November 1970)

Figures for the German wine harvest this year mean that the 1970 vintage will be a record. Latest estimates show that 650 million litres of grape-juice for white wine production and 110 million litres of red wine juice have come from the vines. According to the wine institute in Mainz the quality of 1970 German wines should be "above average". Nevertheless this record harvest is not enough to cover requirements in this country. At least two hundred million litres will have to be imported. Prices are expected to remain steady according to representatives of the industry. This means that so-called consumer wine will cost about 2 Marks 50 Pfennigs to four Marks for a 0.7 litre bottle. Technical note: the Öchsle grading, which measures the specific gravity of the grape-juice is between seventy and ninety, which is very good.

■ VITICULTURE

The label does not always tell what's in the bottle

Millions of Europeans and Americans know only two types of German wine, since these are the only two that appear on the average restaurant wine-list. They are *Liebfraumilch* and *Bernkastel Riesling*.

Occasionally there is a third choice, *Zeller Schwarze Katz* ("Black Cat" from Zell am Mosel).

Even millions of ordinary wine drinkers in this country are completely ignorant of the fact a German Riesling in a good year is generally recognised as being one of the best white wines in the world and quite without par.

Another point on which we should be shamed is that many a bar regular from Hamburg to Constance could not tell you off-hand where the *Rheingau* is!

But it must be confessed that this country's wine industry does not make things easy for its customers. The variety of different names and types on the market is very great. It is a jungle through which you have to cut your way with a bush-knife. There are so many different names for wine cellars.

It is a complicated game that benefits no one and should be stopped.

Many of the more selective wine-drinkers call for quality control on wine names so that they can be sure when they buy their favourite type it will be of the flavour they know and love, just as much as a cognac, whisky or cigarette is expected to be of constant quality.

They do not know the almost childish pleasure and subtle charm of buying a wine with which they are not familiar and the risk involved.

They cannot understand the sheer delight of impatiently uncorking a strange bottle and perhaps finding a new bouquet. The tension as the wine first passes over the taste buds, the sheer surprise, pleasant or unpleasant, as a new wine is savoured is something totally foreign to them. They prefer the tried and trodden path.

Wine drinkers should get to know more about the product if they are ever to become connoisseurs. How far wine-market regulations help in this respect is a matter for conjecture.

Shortly before the European Economic Community wine regulations were introduced at the bidding of milk-drinking Agriculture Minister Josef Ertl and Mosel wine-fan Walter Scheel, the Foreign Minister, this country introduced its new wine legislation.

There were two great surprises in this which have led to new incentives and new worries on the wine-markets in this country and in other parts of Europe.

We were allowed the practice of fifteen per cent *Nassverbesserung* ("wet" improvement), which is an obscure manipulation practised only in Rhineland-Palatinate.

Far greater concessions made to French and Italian wine producers cast doubt on the strength of this country's representation in Brussels and Luxemburg.

Wine controls in all countries give special permission for so-called *Trockenzuckerung* in years when the grapes have to be harvested before they have completely ripened on the vine. Accurately prescribed quantities of sugar are added to the juice of the unripe berries and in the ensuing process of fermenting this is turned to alcohol every bit as much as natural grape sugar would be.

Dry sweetening of grape juice cannot be tasted and therefore should remain acceptable without more ado.

The process of *Nassverbesserung* which is legitimate in Rhineland-Palatinate is a method of sweetening in which legally prescribed quantities of crystalline sugar dissolved in distilled water may be added to the grape juice under strict controls.

It is hard to avoid the impression that by far the greater number of German vineyards and wine-producers have been outvoted on this point by a relatively small vested interest group of wine-producers on the Mosel.

This was yet another cut, an unkind cut in the image of German wine which for the past fifty years has been declining in people's estimation.

In the new set of standards for this country's wines they will be divided into quality wines with distinctions (natural wines), quality wines and table wines. Those produced from grapes grown in the Rhineland-Palatinate which come in classes two and three can contain grape to which fifteen per cent of sugar-water has been added.

However, it does not seem as through the pleasure of Mosel wine fans will be watered down quite so much as this would indicate. Meantime a new star has risen on the market: the European blend.

From vintage 1971 onwards in bad years Mosel-Rieslings with sour grape juice can be adulterated with Italian Muscatel, Greco and Lacrime di Christi and even with cheaper sweet wines without any regulations insisting that a note to this effect should appear on the label.

It will be a new and worthwhile exercise for wine growers and blenders from the Mosel and Middle Rhine areas to go on a voyage of discovery among the sweet wines of Apulia, Calabria and Sicily!

So it seems that not only the table wines and *vins ordinaires* from the Mosel but also the "quality" wines for which blending is permitting will change their character to a greater or lesser extent.

The market seems wide open for a mutually profitable exchange of wines. The Italians no longer need to flavour their sweet wines with ascorbic acid and citric acid.

They can now add the required quantity of sourness from northern reserves of tart wine from the banks of the River Mosel while sending a quantity of their own sweet wines northwards to take some of the acidity from German wines!

There are untold markets for the European blended wine as a branded item, a table wine and a quality wine. Such fantastic blends are however only possible with Italian and French white wines.

Wines from other countries such as Spain, Portugal, Austria, Yugoslavia, Hungary, Rumania and Bulgaria, which would dearly love to pay for industrial produce from the Federal Republic with exports of wine. But their wines cannot be used for blending purposes.

On the other hand German red wine may be mixed in proportions up to 15 per cent not only with wines from European Economic Community countries, but also with wines from Tunisia, Yugoslavia, Rumania and other countries without this being indicated on the label.

Vintage 1970 whose qualities we do not yet know precisly will be the last year in which the discription "natural" may be used on the label. The tradition of wine-making and wine drinking in this country has meant that in the past only wines that have not been artificially sweetened were allowed to bear the description "naturrein" (natural and pure). This was a description which meant that inferior wines were often made to sound superior to better wines which had been artificially sweetened. This meant that the words "natur" or "Naturrein" on a label were greatly overestimated. New legislation will abolish these misleading descriptions.

Nevertheless in future wine-lovers will still be guided by the label. Those who prefer natural wines and like to be sure of what they drinking can from vintage 1971 onwards chose *Prädikatswein* with guarantees of their origin and distinctions such as *Kabinett Spätlese* (late harvested wine), *Auslese* (selected late harvested wine), *Beerenauslese* and *Trockenbeerenauslese* (rasin wines).

The word *Kabinett* will in future replace the description "natur" when the wine is not distinguished with a higher grade of *Prädikat*.

The best quality German wines, so called quality wines, with a distinction, are legally controlled natural wines following legislation to prevent abuse which has been recent years practised particularly with the description *Spätlese*.

The situation of a vineyard is a fairly clear-cut matter, which is easily evaluated. The crucial factor is the kind, the strength and duration of sunshine received on a vineyard, which depends on the direction in which it faces, the angle of the slope and the height.

This climate in miniature of every vineyard is every bit as important in the success of a wine as the type of soil, and the type of grapes that are grown on it, to factors which have been made compatible almost everywhere.

So great is the renown of wines from vineyards in ideal positions and so great is the capital return from these wines in an excellent year that many wine-growers banished to less favourable situations have made their wines sound more important by naming their situation on the label.

Thus after the First World War there was a spate of new vineyard names of mediocre or poorer quality, so that in the end wine-lovers who were not connoisseurs found it almost impossible to sort out the sheep from the goats. The future of German wines now that they are firmly anchored in the wine market controls set by the European Economic Community lies in its internationally renowned top-quality wines, in its specialities, in clever marketing techniques and in the broad range of branded wines.

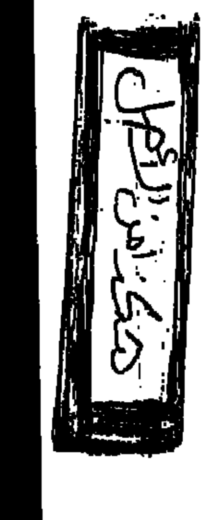
In our precious wine-growing areas, the Middle Mosel, the Rheingau, the Middle Haardt, Ortenau, Kaiserstuhl, and the best situations in Württemberg and Franconia it is important that these vineyards are treated with the skill of the surgeon's knife and not hacked at with the butcher's axe. Otherwise one hour's work can destroy more than was built up in one century previously.

Top quality wines are rare and those connoisseurs who swear by them are more demanding than many a grape-picker would ever dream.

Legislation should use kid-glove treatment in areas where German wine production has made a name for itself.

Ernst Hornickel

(CHRIST UND WELT, 6 November 1970)



TECHNOLOGY

Computers feature increasingly in vehicle production

The technological revolution has begun. Slowly but surely electronics is taking over in the motor industry.

Electrons are inconceivably small negatively charged particles that can be steered, accelerated and braked on their way through electromagnetic fields.

This is why automotive engineering is increasingly using electronic, particularly semiconductor devices to regulate, control, count or supervise complicated technical processes.

Electronics already performs functions in the motor car. There is, for instance, the electronic windscreen wiper trigger and the electronic regulator in three-phase current dynamos that passes energy to the battery even when the goarbox is in neutral.

Electronic fuel injection, the electronically controlled rev counter and transistorised ignition are further examples of the latest in automotive engineering.

In order to meet future requirements Bosch have set up a technical development centre in Schwieberdingen, near Stuttgart. The centre houses the entire electrics, hydraulics and engine equipment sections of the firm's motor vehicle equipment division.

There is no separation of design offices. Scientists and engineers work together in teams. An up-to-date process computer linked to all 400 test beds evaluates measurement data, supervises tests and performs the usual functions of a computer, supplying processed data on demand.

The Californian exhaust test conveys some idea of how effectively computers can be linked with the test bay. One minute after the end of the trial the computer centre prints out the results.

This, then, is how the future of automotive electronics is visualised at Bosch's:

Electronic ignition is one of the main sectors. In all engines fitted with carburettors combustion of the compressed mixture of fuel and air in the cylinder is triggered off by an electrical spark that jumps between the two electrodes of the spark plug.

Ignition tension (varying between 3,000 and 30,000 volts), the moment of ignition, gapping and correct positioning of the distributor by means of either low pressure or centrifugal force are all important factors in ensuring that all goes according to plan.

In view of improved performance demands and clean exhaust regulations the ignition is assuming ever greater importance and electronic transistorised ignition, made possible by the development of semiconductors, is making great strides.

The circuit and amplifier effect of transistors in particular makes it possible to plan for a far greater spark frequency than is possible with conventional battery ignition.

All electronic ignition systems need next to no servicing. A further advantage is that tension remains consistently higher over the whole rev count range, which of course facilitates starting.

Fuel injection is also electronically operated. On the basis of experience with aero engines Mercedes started with direct fuel injection for racing cars in the fifties. In 1954 the 300 SL coupe made its debut and four years later the first Mercedes 220 SE with mechanical fuel injection made its appearance.

In 1960 the Peugeot 404 with Kugelfischer fuel injection was unveiled and in 1967 Volkswagen adopted Bosch's electronic fuel injection system, which is also used by the Mercedes 250 SE coupe and the Opel Admiral 2800 E.

Alfa Romeo, Aston Martin, BMW, Citroën, Lancia, Maserati, Porsche, Triumph and Volvo have all also discovered the advantages of fuel injection, partly mechanical, partly electronic.

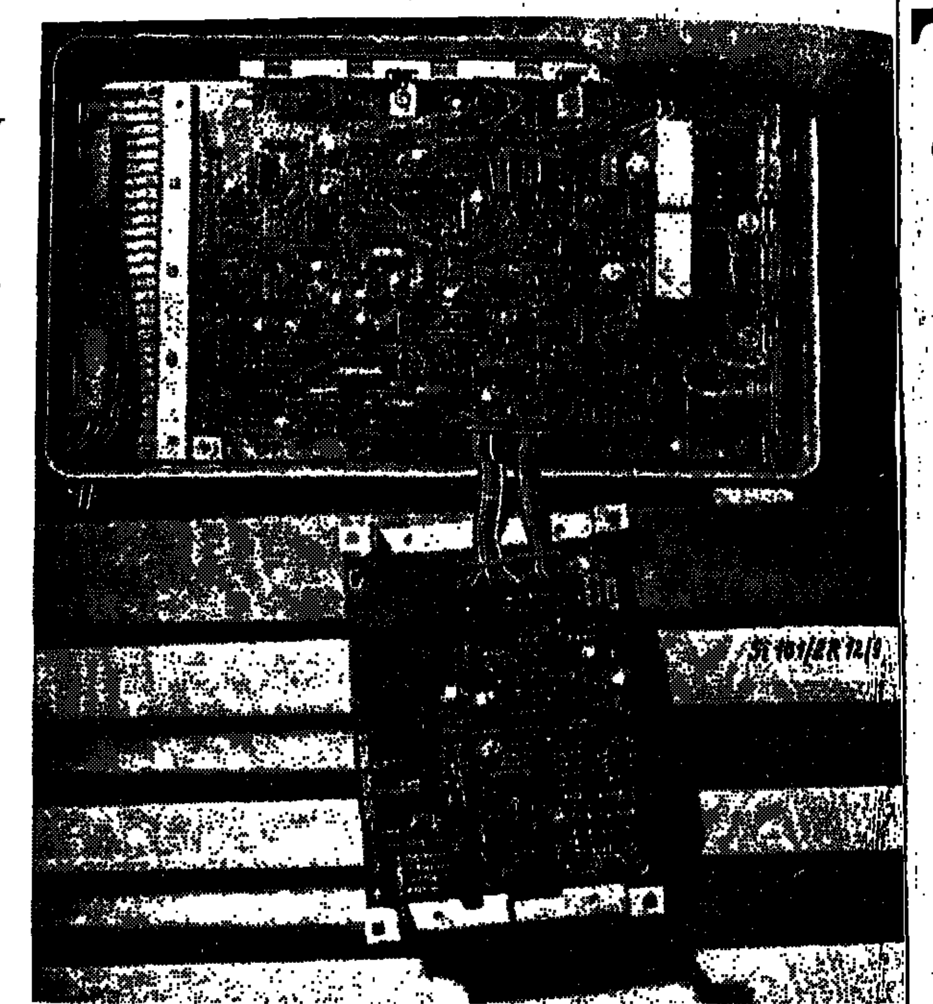
The major advantage of electronic mixture control is without doubt the exact dosing of the amount of fuel injected into the cylinder. At low and medium revs the engine pulls better and responds better to changes in strain.

What is more, fuel consumption is in part slightly lower and combustion is complete, leaving behind no unburnt hydrocarbons in the exhaust.

The electronic controls are still expensive but given new techniques in semiconductor manufacture electronic fuel injection could even become economically competitive.

Electronic anti-blocking devices are a newcomer in comparison. In critical situations many drivers slam the anchors on and are then surprised when the wheels block and the car skids.

Experienced drivers apply gentler pressure to the brakes so that the wheels still hold the road. Electronic brake regulation, consisting of pressure at intervals until the point where the wheels are about to block, does the job automatically.



A fuel-injection computer (Photo: Dr Seifert)

The nucleus of the device is a so-called sensor, a speed feeler attached to each wheel. When retardation reaches a certain level brake pressure is released by means of a valve incorporated into the braking circuit. As soon as acceleration reaches a specified level the brakes are applied again.

This process is repeated ten or twelve times a second until the vehicle has come to a standstill.

Electronic controls for automatic transmission are under development and it hardly needs saying that automatic transmission is the shape of things to come. It relieves the motorist of much of the hard work of driving and allows him to concentrate all his attention on the actual business of manoeuvring his way through traffic.

Bosch are working on electronic controls for automatic transmission units for both commercial vehicles and private cars. An additional advantage will be that by means of gear selection the driver will automatically reach the most economical rev count.

In 1966 Bosch supplied Glas with a simple electronic control device for automatic gearboxes but this development was brought to a halt when Glas were taken over by BMW.

In the commercial vehicles sector electronic gear selection mainly makes the driver's job that much easier. An unsynchronised commercial vehicle gearbox can, for instance, be synchronised by means of electronics. In a Bosch test vehicle gear changes have been carried out in 0.7 seconds.

Distance regulation is a more distant prospect but the frequency of pile-ups makes it eminently desirable. At Bosch's technical development centre plans are under way to take electronic measurements of the distance between one's own car and the vehicle in front and to incorporate in the car a computer that automatically triggers off the brakes when the speed is out of all proportion to the safety distance.

With further development inductive inlays in the road surface coupled to a network of roadside computers could regulate the speed and distance between entire queues of motor vehicles.

Eberhard Seifert

(Handelsblatt, 30 October 1970)

Women executives

Continued from page 10

more than five hundred workers. Sixteen per cent enjoy annual turnover of more than ten million Marks.

About half of these women run industrial firms, 33 per cent sit in the chair of commercial concerns and seventeen per cent work in the service industries.

Many of the firms are family concerns which are not run exclusively by the female head of the family. Often the woman's husband holds the reins along with her, even if he is only in an advisory position.

In several cases, too, "Mum is supported in her difficult role by her own grown-up children."

But even in the cases where the firm is run by a family collective the general rule is that "Mum is the best boss. Mother always knows best."

(Frankfurter Allgemeine Zeitung für Deutschland, 30 October 1970)

Second-hand car sales patterns

Used cars are still in demand, particularly among young people. According to a survey commissioned by Deutsche Shell of Hamburg 43 per cent of all cars that change hands are second-hand.

In the under-25 age bracket 68 per cent of all cars bought are second- third- or fourth-hand. Most people buying their first cars are under thirty.

Roughly sixty per cent of all first cars are bought by twenty- to thirty-year-olds, though more than half the car-buyers under the age of 25 claim to have owned a car previously.

More women own cars than ever before. In the past only one car in ten has been owned by a woman Now women account for no less than 27 per cent of all cars, whether new or second-hand, that are their buyers' first.

Most people, the survey also revealed, still prefer to garage their car. Thirty-nine per cent of those questioned had garage facilities of an evening – garages of their own, too. A further seventeen per cent used rented garages and two per cent left their cars in multi-vehicle garages overnight.

Roughly one driver in five parks his car in the yard overnight and a further twenty per cent park their cars at the side of the road.

(Hannoversche Allgemeine, 31 October 1970)

Hair-thin glass fibre for telecommunications of the future

By the end of the decade semiconductor lasers and hair-thin glass fibre instead of conventional cables could revolutionise communications technology. The new system, Stephan Maslowski of AEG-Telefunken's Ulm research institute told a Frankfurt conference, is considerably more efficient than conventional methods.

As laser rays travel in a straight line hollow tubes could be used to beam communications from one conurbation to another and the message passed on to the subscriber locally by means of new glass fibres only a thousandth of a millimetre thick, equivalent to the length of light waves.

Research scientists hope to have the first trial section in operation in about three years' time.

For purposes of amplification and distribution semiconductor repeater stations are to be incorporated into the network. A fair number of the necessary components have already been developed.

Television, phone calls and data can be transmitted by laser and glass fibre. This will make it possible for private individuals to consult a computer for reference purposes or for a course of programmed learning.

(DIE WELT, 30 October 1970)

■ OUR WORLD

Major cities pull out all the stops to improve their public image

The sad facts depress the civic leaders of the capital of Schleswig-Holstein. There is a decline in the population and this is paticularly felt among young working men.

This is felt very acutely in the labour available for the Kiel Shipyards and for branches of industry associated with shipbuilding. It has had an adverse influence on the city as a place to live in.

In order to give Kiel a more favourable public image the city fathers have called on the services of those men who are experts at giving places and organisations a face-lift. The Hamburg advertising agency of Junge and Partners has initiated a campain to redress misconceptions.

The first advertisement of six appeared in *Der Spiegel* with the slogan: "Look at Kiel calmly," and extols the city as, "a place for people who want to live, learn, study, work and pass their leisure time."

The Kiel campaign is one of many recently that have been mounted by the major cities in this country, endeavouring to improve their public image. People reading illustrated magazines and weeklies find mixed up with the advertising for brands of cigarettes and sekt, ads for Bremen or Hanover, Berlin or Nuremberg.

Berlin has long promoted the advertising slogan, "Berlin is worth a visit". The Frankfurt agency McCann has done much to improve the image Berlin, a city whose life is threatened by political events and whose population is made up of many overaged people and left-wing protestors.

McCann used such provocative slogans as, "Avoid Berlin if you don't want your son to turn out cleverer than you." And another press insertion read: "Yes, we are all old in Berlin. The only people who go screaching round corners in their sportscars are grannies and the only people who do the shake in our boat-clubs are granddads."

This advertising campaign, which cost 1.2 million Marks in 1970, was supported by a number of other official measures. The Berlin Senate spends more than a million Marks annually on public relations. Tourist advertising costs 1.75 million Marks and this is augmented by two double-decker buses, costing 1.4 million Marks, that have toured the major cities of the Federal Republic tempting working people to the city. This effort was supported by insertions in local newspapers.

In all Berlin spends for the various campaigns approximately fifteen million Marks annually. The Senate's press and information office alone costs more than nine million Marks.

These campaigns have not been totally lacking in success. Last year 101,500 new citizens registered as residents; this is the highest figure for new arrivals in the city since 1961.

In the first quarter of this year 33,300 newcomers registered in Berlin. The comparable figure for 1969 was approximately 30,000. This indicates that a new record for 1970 can be expected. In the first four months of 1969 approximately 2,900 people left the city. For the same period this year the figure is in the region of 5,900.

McCann's campaign on behalf of Berlin inspired other major cities in this country to turn to the professions for advice about their image-finding problems. These cities have placed advertising in newspapers and magazines for a number of years, the copy drawn up by 'amateurs' as it were, offering industrialists cheap sites for their plant, advantageous access routes to sites and promises of an adequate labour force in the vicinity.

But most of the major cities in the Federal Republic can no longer boast of having a large labour force available. Industries considering moves into a given area are always concerned that the areas are made to appear as attractive as possible to the newcomers.

Instead of pointing out that a city has good streets, admirable sites for building and easy credit facilities agencies entrusted with fostering the city's image take care to point out such factors as theatres, universities close by, good shopping centres and places where leisure time can be contructively spent. The possibilities for creatively spending leisure time — which is increasing as working hours diminish — is becoming more and more important in a large town and influences considerably the flow of people into town or city.

Because of this Munich is the number one city for attracting newcomers. Between 1965 and 1968 it is estimated that 28,370 people from Hanover, Düsseldorf, Cologne, Dortmund, Duisburg, Essen, Frankfurt, Nuremberg and Stuttgart moved to the Bavarian capital.

Only Cologne, Frankfurt and Düsseldorf could show a balance in favour of newcomers settling in the city among the major cities of the Federal Republic. Dortmund, Duisburg and Essen, in the Ruhr, have been most hit by the movement away of citizens — caused to some considerable extent by the crises in the coal industry.

For a number of years the leaders of Hanover have been powerless to stop the population drain to more attractive cities. Hanover's population decreased since 1961 from 577,000 citizens to 522,000. This results in the fact that the proportion of elderly people living in Hanover is greater than the national average for other cities in the Federal Republic.

This has, however, been partly brought about by the wave of refugees who settled in Hanover after the war. The Basle-based Prognos Institute predicted that by 1985 the labour force deficit would be halted and there would be an increase in population of 78,000 citizens.

It is difficult for officials in the administrative centre of Hanover, Welfen Residenz, to find replacements for Hanover citizens who elect to settle elsewhere. There are not many citizens of the Federal Republic who would up-sticks and move to Hanover.

Newcomers to the city were not too keen on the place despite huge building programmes, ideal traffic plan ning and myriad opportunities for higher education, according to a survey carried out by Marplan. Only three per cent of those asked felt at home in Hanover for any length of time — in Munich the comparable figure was 26 per cent and in Berlin sixteen.

The survey revealed that for most citizens of the Federal Republic the people of Hanover have a reputation for being regimented, unfriendly, morose, stiff and pedantic.

In order to strive for a better public image the city called in the Swiss firm of Gerstner, Gredinger & Kutter to make suggestions for improvements and to prevent the exodus of citizens.

On the advice of the creative executives of this firm Hanover in August this year presented its programme of "Roadside Art". Artists from all over the Federal Republic were invited to bring their works of art to have them displayed in the open in the city.

Local artists as well as guests turned the fringes of the Hanover artificial lake, Maschsee, into a fantasy of plastic cylinders and shapes. The point of this effort was to "influence the lives of the citizens so that the city life was influenced."

Hanover achieved a new look with the Altstadt Festival, made merry by folk singing and dancing, beat groups, brass bands, beer stalls and wine marquees. In order to prove that Hanoverians are just as hospitable as others the image-makers asked "secretaries, high school girls, sales girls, dancers and coffee drinkers" between the ages of eighteen and 35 to volunteer to take care of visitors to the city. They were asked: "Please send to the town hall personal details along with a photograph if interested in telling visitors all about Hanover."

Bremen was a little more unconventional in dealing with the city's image. The Hamburg agency of Bartel, Bohne, Dierks & Rieckmann (they were responsible for the controversial advertising campaign dealing with the Federal Republic police) was asked to help and their first suggestion was that Bremen's geographical location must first be emphasised. The idea was to overcome vague notions that Bremen was "somewhere on the coast" or "in the north of the country".

Coloured advertising space was taken in *Spiegel*, *Stern* and *Quick* carrying the slogan "Coaching on the question of Bremen". At the same time a campaign was mounted which claimed "We make a present of our old clarion call to you", which was "Key to an international city".

Bremen's new position in the world was shown in illustrated magazines as the largest Federal Republic container-ship terminal, an electronics, television and radio centre and the city were the first jet airline was built.

The city fathers of Nuremberg saw the 500th anniversary of the founding of the city as a fine opportunity to dispose of many of the unpleasant associations that spring to mind when Nuremberg is mentioned — Nuremberg Rallies, Nuremberg racial laws, and War Crimes trials. They tried to show the city as a cultural centre.

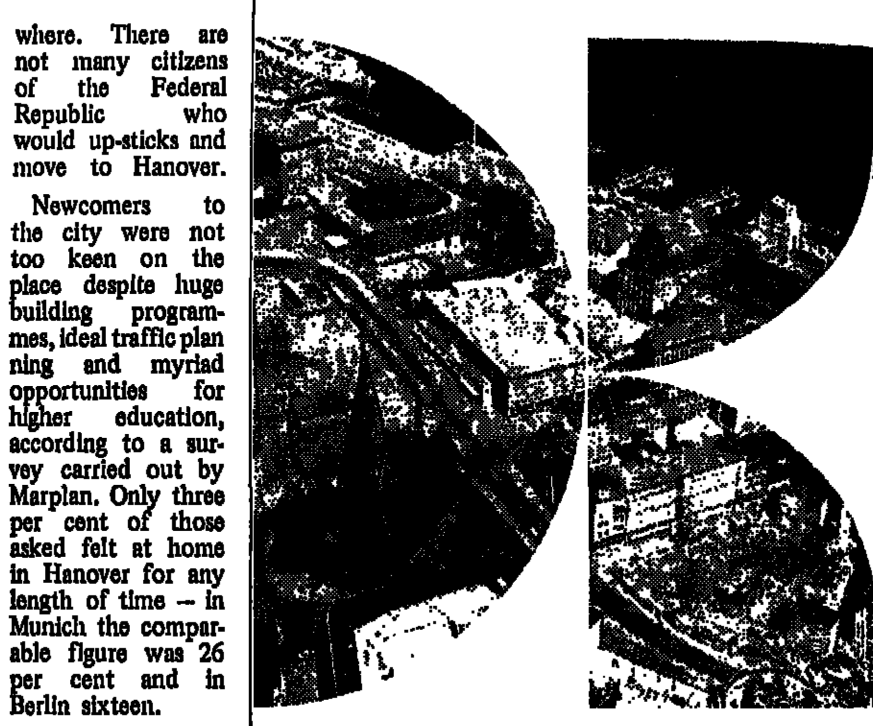
A year before the actual Dürer jubilee the city began to emphasise the artist's connection with the city, aided by a campaign devised by the Munich agency Dorland, which also handles the Agfa and Trevira account. An advertisement in a magazine was headlined "To most Germans Dürer is quite an old-timer". Under a reproduction of Dürer's painting "Adam and Eve" the caption read, "Dürer's Eve, vintage 1507, quite sexy." And the Dorland caption writer for a reproduction of a self-portrait by the artist read — Germany's first hippy, a Nuremberg man!

Without using the works of a famous artist the citizens of Wuppertal found a unique way of advertising the city's attractions. They used the 150ths anniversary of the city's most famous son — Friedrich Engels, who, in cooperation with Karl Marx, founded the Communist Party 122 years ago.

H. O. Eglau

(DIE ZEIT, 30 October 1970)

Schauen Sie ruhig auf Kiel herab



Die Vogelperspektive gewährt den Überblick. Zum Beispiel über vier Häfen. Seehafen, Kanalhafen, Flughafen, Olympiasegelhafen. Und über Verkehrsanlagen, die auf die Zukunft zugeschnitten sind. Und über eine Universität, deren Tradition im Namen und nicht im Baustil erkennbar wird.

Und über Möglichkeiten. Für Ihre Projektplanung. Denn Kiel hat noch weiße Flecken auf seiner Landkarte. Industrieansiedlungsgebiete innerhalb der Stadtgrenzen. Und Platz für Menschen, die dort wohnen und lernen und studieren und arbeiten und freizeiten wollen.

Amt für Wirtschafts- und Verkehrsförderung der Landeshauptstadt Kiel, 23 Kiel, Rathaus, Telefondirektwahl 0431/59 42 342

Kiel steht hoch im Kurs

One of the posters produced for Kiel to attract people to move to live there (Photo: junge agentur & partner)

Holidays at home

Citizens of the Federal Republic went on more than 26 million holidays last year, according to the Federal Statistics Office in Wiesbaden.

According to the Office's statistics 15.7 million of the trips, sixty per cent of the total, were to places within the Federal Republic.

Foreign holidays accounted for 10.4 million of the trips. Two-thirds of all holidays taken in this country were visits to friends and relatives. A total of 9.5 thousand million Marks was spent on travelling, hotels and food and drink, etc.

Most popular of this country's tourist centres was Bavaria which accounted for 25 per cent of the holidays at home. This was followed by Baden-Württemberg, Schleswig-Holstein, North Rhine-Westphalia and Lower Saxony.

Most Germans who wanted to get away from it all went to Austria (31 per cent) then Italy (23 per cent), Spain (nine per cent), Yugoslavia and The Netherlands (both six per cent).

About two-thirds of the trips abroad and fifty per cent of holidays within home borders were taken in the family car.

(DIE WELT, 30 October 1970)

■ SPORT

Fritz Walter — the legendary man of this country's soccer revival

Lübecker Nachrichten

Fritz Walter is exactly fifteen years younger than Max Schmeling and second only in this country's sporting hall of fame to the grand old man of boxing, who on the quiet has always been the man he has sought to emulate.

Fifty on 31 October, Fritz Walter takes good care to ensure that his image remains unsullied. He well knows that as a sporting idol it is his bread and butter.

His name is inseverably linked with the 1954 World Cup win in Berne and with that of his mentor, ex-national football trainer Sepp Herberger. They still see one another often and phone each other even more frequently. And now as twenty years ago Fritz always says "Hello, boss" when he hears Sepp's voice at the other end.

Herberger was one of the guests at the birthday party in Fritz Walter's bungalow in Alsenborn, six miles east of Kaiserslautern. High up on the edge of the woods the bungalow sits comfortably in the middle of a one-acre site.

A pit has been dug behind the house and was to contain the swimming-pool Fritz intended as his own birthday present to himself but with current building boom it looks as though it is going to have to be a Christmas present.

Fritz Walter's name is already almost legendary, a symbol of this country's football fame and of a sporting revival comparable with the post-war economic miracle.

On 4 July 1954, nine years after the end of the war and a mere four after this country's return to international football, the Federal Republic team won the World Cup, beating Hungary in a final as sensational as Max Schmeling's knock-out victory over Joe Louis in 1936.

The comparison is intentional. Fritz Walter not only has a high regard and admiration for Max Schmeling, he emulates him. He frankly admits that his aim is to be like Max, which is not, of course, to say that he has any intention of imitating Schmeling's avuncular temperament.

What he means is to stay at the top of the ladder in sporting's hall of fame and to preserve his good name with the same skill as Max Schmeling has done his for the past forty years.

He is well on the way to doing so. A good dozen firms pay good money to use his name for their products. There are Fritz Walter footballs, Fritz Walter jerseys, Fritz Walter himself, the Adidas sales representative, and nine books of which a total of two million copies have been sold.

The basement in which the birthday party was held boasts a large television set supplied by the firm whose sets he recommmends and the wine drunk during the meal was Fritz Walter table wine, followed by Fritz Walter sekt.

He is doing well for himself, as he readily admits but he is quick to point out that he has to work for his money. "No one makes me a present of anything. I am away a good twenty days a month. I only wish I had a little more time for the family."

His appointments book is full to overflowing weeks in advance. In addition to work for the firms to which he is under contract he also signs autographs in banks and department stores, charging a fee that varies according to the size of the firm.

He opens garages, presents cups and advertises with a smile for World Savings Day. His name is his capital.

He also owns a Kaiserslautern cinema but the cinema itself and the apartments and offices in the block are rented out, all except for a football pools, lottery and sweepstake office run by his wife.

She has been married to Fritz Walter for twenty-two years, happily so, as both of them smilingly add. They have no children of their own but plan to adopt the little daughter of a nephew who lives in France.

Italia Walter, an Italian girl brought up in the France, charming and a good-looking brunette, has shared not only the good times with Fritz.

There was the 3-1 defeat at the hands of France, after which Fritz had a fit of depression and locked himself up in his room for days on end.

Then there was the attack of jaundice after the World Cup win. And his brother Ottmar's suicide attempt two years ago. And years of rumours that she was plunging good-natured Fritz into financial ruin.

Pointing vaguely all round she smilingly says that "They always made out that I was pocketing the money Fritz made." There can be no doubt that the house, the plot and his other assets belie these accusations.

Fritz Walter was unlucky in making a name for himself at a time when football players in this country were not allowed to earn more than 320 Marks a month. His road to financial success was longer and harder than those of either Franz Beckenbauer or Uwe Seeler.

Yet neither of them have managed to do what Fritz Walter and his team of virtual amateurs did sixteen years ago: win the World Cup.

He nearly burst out into tears when the World Cup team lost to Italy in Mexico early this summer. They were unlucky to lose that semi-final too.

Fritz was a TV commentator in Mexico and a good one too. When the lump came into his throat during the game against Italy any number of people sent him letters and telegrams of consolation.

Elderly ladies recalled his own World Cup win in Berne and sent him bottles of Kirsch and other alcoholic pick-me-ups. "It was like an avalanche," he says, "I was touched."

His birthday will hardly have been much different. Fritz Walter looked forward to the postman with a mixture of pride and alarm. The Football Association and the city of Kaiserslautern held a joint reception in his honour and on the even of his birthday the 1954 World Cup-winning team met again at Alsenborn.

The man who only once contradicted the boss (in refusing to become his successor) has long grown accustomed to his role. He never makes off-the-cuff remarks and his views on politics are cautious in the extreme. Any criticism he has to make is as soft as whipped cream.

His one pronounced view is a dislike of people with long hair.

At bottom Fritz Walter is conservative. He almost ashamedly admits to doing his best not to harm anyone who thinks differently. He is no dictator and as soon as he senses opposition he willingly steps down, as in the cases of Alsenborn SV. the football club for whose meteoric rise (a tiny village club, they all but gained promotion to the Federal league last season) he was largely responsible.

Fritz Walter has very few trophies around the house. He is aware of his fame and does need continually to remind himself of the good old days.

Alexander Ulmer

(Lübecker Nachrichten, 30 October 1970)

Fritz Walter (left) with former international soccer team manager Sepp Herberger

Fritz Walter in action (Photos: Nordbild)

Walter honoured

Following the award to Uwe Seeler, who retired as captain of the national team on 9 September, President Heinemann has awarded the Grand Cross of the Federal Order of Merit to Fritz Walter.

Walter, a captain of this country's international side of many years' standing and also of 1 FC Kaiserslautern, two-time championship-winners, was presented with the award to mark his fiftieth birthday by Dr Helmut Kohl, Premier of the Rhineland-Palatinate, before Kaiserslautern's home fixture against Cologne on 31 October.

Fritz Walter was awarded the Order of Merit with sash last March.

(Lübecker Nachrichten, 30 October 1970)



Aden	SA $ 0.05
Afghanistan	Af 10.—
Algeria	DA 0.60
Angola	Esc. 1.—
Argentina	$ m n 45.—
Australia	10 c.
Austria	S 3.—
Belgium	bfr 6.—
Bolivia	$ b 1.50
Brazil	N. Cr. $ 0.35
Bulgaria	Lev 0.05
Burma	K 0.60
Burundi	F. Bu. 10.—
Cambodia	R 4.40
Cameroon	F.C.F.A. 30.—
Canada	Can. $ —.20
Ceylon	cR —.60
Chile	Esc. 0.60
Colombia	col. $ 1.—
Congo (Brazzaville)	F.C.F.A. 30.—
Congo (Kinshasa)	Makuta 7.—
Costa Rica	C 0.85
Cuba	P 0.13
Cyprus	11 d
Czechoslovakia	Kcs 0.60
Dahomey	F.C.F.A. 30.—
Denmark	dkr 0.90
Dom. Rep.	RD $ 0.15
Ecuador	S 2.50
El Salvador	C 0.30
Ethiopia	Eth. $ 0.30
Fiji	11 d
Finland	fmk 0.50
Formosa	NT $ 5.—
France	FF 0.60
Gabon	F.C.F.A. 30.—
Gambia	11 d
Germany	DM 1.—
Ghana	cedi 0.12
Great Britain	11 d
Greece	Dr 4.—
Guatemala	Q 0.15
Guayana	BWI $ 0.20
Guinea	F.G. 30.—
Haiti	G 0.65
Honduras (Br.)	$ BH 0.20
Honduras	L 0.25
Hong Kong	HK $ 0.70
Hungary	Ft 1.—
Iceland	Kr 5.—
India	Rs 0.80
Indonesia	Rp. 15.—
Iran	Rl 10.—
Iraq	50 fils
Ireland	11 d
Israel	I £ 0.40
Italy	Lir. 80
Ivory Coast	F.C.F.A. 30.—
Jamaica	11 d
Japan	Yen 50
Jordan	50 fils
Kenya	EAs 0.25
Kuwait	50 fils
Laos	Kip 60.—
Lebanon	P 40.—
Liberia	Lib $ 0.15
Libya	50 Mills
Luxembourg	lfr 6
Madagascar	FM 30.—
Malawi	11 d
Malaysia	M. $ 0.40
Mali	FM 60.—
Mexico	$ 1.60
Morocco	DM —.65
Mozambique	Esc. 1.—
Nepal	Mohur 1.—
Netherlands	Hfl 0.50
Netherlands Antilles	G. ant 0.25
New Zealand	9 c.
Nicarágua	C 0.85
Niger	F.C.F.A. 30.—
Nigeria	11 d
Norway	nkr 0.90
Pakistan	Rs 0.60
Panama	B. 0.15
Paraguay	G. 15.—
Peru	S. 3.50
Philippines	P. phil 0.60
Poland	Zl. 0.50
Portugal	Esc. 1.—
Rhodesia	11 d
Ruanda	F. Rw 12.—
Rumania	Leu 0.50
Saudi Arabia	RL 0.60
Sweden	skr 0.60
Switzerland	FS 0.50
Senegal	F.C.F.A. 30.—
Sierra Leone	Le 0.10
Somalia	Sh So 0.90
South Africa	Rand 0.10
South Korea	Won 35.—
S. Viet Nam	V.N. $ 15.—
Spain	Pts 8.—
Sudan	PT 5.—
Syria	£ S 0.60
Tanzania	EAs 0.25
Thailand	B 3.—
Trinidad and Tobago	BWI $ 0.20
Togo	F.C.F.A. 30.—
Turkey	T £ 1.25
Tunisia	65 M
Uganda	EAs 0.25
UAR	PT 5.—
Uruguay	P 20.—
USA	$ 0.20
USSR	Rbl. 0.10
Venezuela	B 0.50
Yugoslavia	Din. 1.—
Zambia	11 d